

WARNER BROS. • THE NO. 1 COMPANY



Here's how to tell 'em it's  
THE NEW CODE FOR LOVERS!

*Easy*  
**TO LOVE**

ADOLPHE MENJOU • GENEVIEVE TOBIN  
EDWARD EVERETT HORTON • MARY ASTOR  
PATRICIA ELLIS • GUY KIBBEE



# Exploitation Ideas



## ANGLES GALORE FOR 1934'S NEW STYLE IN SCREEN ROMANCE!

Yessir, it's easy to sell 'Easy to Love' - - because you're giving 'em that 'something different' in romantic yarns that fits right in with what they've been looking for. It's broad — yes... clever — certainly... and every line is aimed straight down the alley with entertainment for *everybody*. You know that 'everybody' tag is important — and if you've seen the picture you know it's aces for Gussie, Yvette or Aunt Hattie.

Then you've got the star names — six marquee monickers in any man's town! 'Convention City' gave Menjou a Warner send-off they remember and he's never been as good as in this one. The rest of the cast is right with him in the 'always good' class.

For your big sales argument turn to the Ad Section for the slant on the New Code for Lovers. Then start with the Valentine's Day campaign below and read down the line. Brother, there certainly are — *angles galore for 1934's new style in screen romance!*

## VALENTINE'S DAY IS ALL YOURS!

**1** Newspaper contest for comedy lines written in poetry or prose limerick style, using the title of the picture as part of the copy. Contestants talented in illustration or cartooning may submit their "Easy to Love" Valentine ideas in that form.

**2** Your advance lobby advertising can be handled in the comic Valentine dress, copying the greeting cards on an enlarged scale.

**3** Tie-up with greeting card dealers for special window and counter displays using blow-ups of the ad layouts in Valentine decorations.

**4** The NEW CODE FOR LOVERS tag-line in the ads provides plenty of angles for Valentine giveaways and stunts.

**You've never played a more sure-fire Valentine's Day attraction than this one! If you've got the show pencilled in around this period here's the picture — and the campaign — to set your town on its ears! It's the sort of exploitation line-up that can stand plenty of advance play — and if the Valentine Day interest isn't around as yet, these stunts will start it.**

**5** Comedy stills from the picture are great for tie-in on the comic Valentine idea. Get the still of Genevieve Tobin in the bathtub (EL 44); or Menjou with his hat pulled over his ears (EL 32); or Mary Astor smoking a cigar (EL 15). Use these as throw-aways and lobby blow-ups to plug the Valentine stunt.

**6** A cute idea for a good lobby attraction would be to promote a number of over-sized dolls. Use blow-ups of scenes from the picture and put the dolls in place of the stars, tagging each one with the name of a star.

**7** For an inexpensive campaign use penny post cards. Reprint the New Code for Lovers copy including the "new rules for husbands, wives and sweet-hearts" in the ads.

**8** In advance of the holiday tie-up with Postal or Western Union for inserts to be delivered to all customers receiving wires. This is an excellent distribution method and well worth the cost of printing. Heralds should of course plug the use of telegrams for Valentine greetings — like this . . . . SEND HER A POSTAL VALENTINE WIRE AND YOU'LL FIND HER EASY TO LOVE.

**9** For a novelty comedy give-away hand out small celluloid dolls to which are tied your "Easy to Love" Valentine gag.

**10** Valentine candy, ice-cream and cake tie-ups. You'll find local merchants eager for a live-wire stunt to pep up Valentine trade. Get aboard with your "Easy to Love" title and "New Code For Lovers" line.

**AND DON'T FORGET... "SPECIAL SWEETHEARTS' NIGHT"  
EVERY NIGHT DURING YOUR RUN OF "EASY TO LOVE"**



# Exploitation Ideas

## BEST DRESSED MAN CONTEST

Adolphe Menjou was just picked by London, New York and Hollywood tailors as one of the best-dressed men in the world. (See special news-story on page 14.)

That's your lead for a newspaper contest. Ask readers to cast their votes for the best-dressed man in town.

The cooperating newspaper announces the voting contest using the prepared publicity story below which also contains further details. Follow this daily with a coupon addressed to your theatre. At the end of a set period, the ballot box, placed in a prominent lobby spot, is opened and the man with the most votes wins the title.

### Dealer Tie-ups

In the absence of newspaper cooperation this contest may be conducted with local stores selling men's merchandise. The voting coupons are made available in the cooperating stores and announcements about the contest carried in the dealers' advertisements.

Other channels of cooperation may be carried out with the dealers in which they make window displays featuring stills of Adolphe Menjou and scenes from "Easy to Love" — using the selling line: "It's 'Easy To Love' the Well Dressed Man."

Your end of the tie-up may be extended to announcements on the screen, in your lobby and programs, and possibly merchandise displays of men's wearing apparel.

After the winner is selected a news story and photo should be sent to your newspapers.

## Voted World's Best-Dressed Man



A close-up of Adolphe Menjou, voted by London tailors as the best-dressed man in the world. Photo shows one of the outfits he wears in "Easy to Love." It consists of a gray single breasted suit with double breasted waist-coat. The shirt is blue figured in white squares; white cuffs to match the neat white collar which features rounded corners. White rolled-edge pocket-handkerchief completes the outfit.

Mat No. 16—10c.

## Prize Awards For The Local Best-Dressed Man

The screen may have its trouble selecting its best-dressed woman but it is generally agreed that when it points to its best-dressed male, Adolphe Menjou is in the picture.

Now we're looking for the best-dressed man in Buffalo.

Do you know who he is? If you think you do, clip the coupon below and deposit it in the ballot box at the Strand Theatre no later than (date).

The man singled out for that honor will be presented with an entire new outfit from head to foot by (name of dealers).

He will also make a personal appearance at the Strand Theatre next Friday, the opening night of "Easy To Love," First National's comedy hit in which Adolphe Menjou is starred with Genevieve Tobin, Mary Astor and Edward Everett Horton, Patricia Ellis, Hugh Herbert and Guy Kibbee.

## 'PITCH MAN' BALLY

Here's how to cash in on the familiar 'high pitch' man gag. If you have no one around the theatre who is competent to impersonate a fast-talking street vendor, then it will pay you to hire a professional. After getting a crowd around him, the 'pitch man' spills about the "free information which I am going to give away in sealed envelopes absolutely free." He goes on to say that he can secure no license to sell this valuable info, so has decided to do mankind and woman-kind a favor and pass out these envelopes gratis and suggests they do not open until they get home.

Plain sealed envelopes are passed out, each containing the regular stock herald on picture.

The 'pitch man' then folds up his little stand and balance of 'stock' and goes to another location where he repeats the operation.

## PATRON GAGS

Ask patrons to submit wise-cracks, apropos of "Easy To Love" for passes. Have the copy lettered on large individual cards and spotted around the lobby. The same signs can later be used on your front during the run of the picture.

If advisable you can credit each funny line to the person submitting it. Hand out small cards and ask your patrons to write their lines and leave them with the cashier or any attendant in your theatre.

## LOVERS' NIGHT

Which is your night for the big sweetheart turnout? A title like 'Easy To Love' is a set-up for an extra-large crowd—and these will help things along:

(1) Arrange with a confectioner or florist for free giveaways to all girls escorted by their boy friends.

(2) Give a special prize (box of candy or bouquet) to the 100th couple to attend.

(3) Have another gift for the oldest couple to attend.

Human interest stories and photos for the papers will also repay for the extra time you give to this idea.

## EMBARRASSING MOMENTS

The "Embarrassing Moment" idea fits perfectly with one of the funniest sequences of this picture.

Announce through your cooperating newspaper that the following incident has prompted the invitation to readers to send in an account of their most embarrassing moment. Here is the situation that proved so embarrassing to Mary Astor in "Easy To Love."

"Charlotte (Mary Astor) has been carrying on a clandestine affair with the husband of her best friend. The wife (Genevieve Tobin) learns of their love-nest and pays a surprise visit. The erring husband manages to sneak to cover but leaves behind him a partly smoked cigar.

"Both women note the cigar simultaneously and to save her neck, Charlotte picks up the cigar, takes a puff or two and says she has just taken up cigar smoking for her nerves. This was most certainly a MOST embarrassing moment. What has been your most embarrassing moment that had to do with yours or another's love affair?"

Offer awards of guest tickets for every "Embarrassing Moment" that is selected for publication.

## How to Plug the New Lover's Code

1. An intriguing novelty sure to get plenty of circulation would be a card carrying the "New Code For Lovers" gag incorporated in the ad copy.

Enclose these cards in envelopes with the imprint:

A NEW CODE FOR LOVERS . . . READ THE NEW RULES INSIDE!

2. Newspapers on the look-out for snappy comedy material will find this good for a "freak" box. As a contest you can offer a pair of tickets to the show for the best additional suggestions on rules for the N.C.L.

3. Your lobby display can be tied into the Code idea with frames using blow-ups of the ads which play up this angle.

## LOVE-WIRE TIE-UP

At least a week in advance of opening of picture, post a lobby card offering prizes of guest tickets to the 10 best love messages written as a telegram of not over 10 words that include the expression "Easy To Love."

Arrange with either your Western Union or Postal Telegraph office to supply you with blanks to be distributed in lobby. Some blurb about the picture should be imprinted at top of blanks.

A box for depositing the messages should be provided in lobby and the winning copies should be posted at entrance at close of contest.

The cooperating telegraph company will give you a window display using suitable copy to tie in the stunt.

## POSTERS MAKE SWELL CUT-OUTS



This three sheet cutout has plenty of flash as an upright panel for lobby or front display.



The six sheet makes a striking cut-out for the marquee. It will also make a colorful lobby set-piece.



The 24-sheet is ideally suited for mounting on the marquee or for use on a ballyhoo truck. The grouped heads and flashy title make this cut-out an attractive advertising display.

## LOBBY STAR POSING

This stunt has been worked with great success recently and is an ideal advance ballyhoo. Have full length blowups (life size) made of Adolphe Menjou, Genevieve Tobin, Mary Astor and Patricia Ellis. Have them cut out and mounted with standee backing and place near entrance to lobby.

Announce that all who come to your theatre during specified hours can be photographed with the stars of your coming show. An ordinary kodak will do the trick.

Print up these snapshots and display on large signboard at entrance. You will be surprised how they will attract the crowds, as will the stunt itself.

You may be able to tie in some enterprising camera dealer whereby he will supply the prints in return for your advertising and lobby credit.

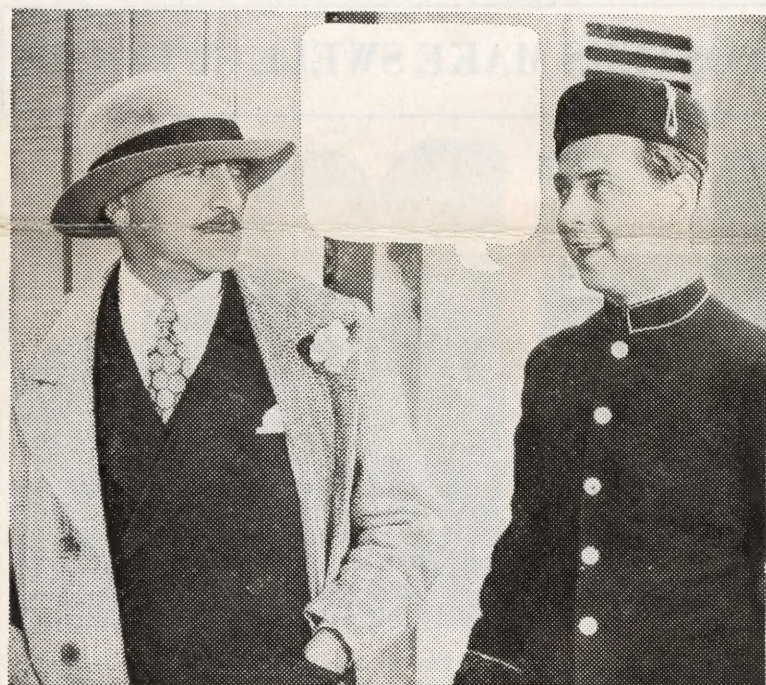


# Exploitation Ideas

## 6-DAY GAG-LINE CONTEST FOR ADVANCE PLUG



This may look like a serious situation for Adolphe Menjou who is doing a bit of alibi-ing to friend wife, played by Genevieve Tobin in "Easy to Love." But it only serves as a cue for part of the film's hilarity. Write a funny line to fit this scene—a pair of movie tickets offered for the best by the Strand Theatre.



The elevator boy seems to know a thing or two about Adolphe Menjou, one of the six love experts in the tangled marital affairs in "Easy to Love," coming to the Strand. Try for one of the ten pairs of movie tickets by supplying a witty line for this scene.



Here's another chance to try for a pair of the prize movie tickets by writing a funny line for this scene from "Easy to Love," coming to the Strand. Edward Everett Horton knows something about Genevieve Tobin and he's kidding her about it. What is he saying?

Because of the many comedy incidents and smart dialogue in "Easy to Love," a contest conducted along the same lines will be a popular advance newspaper feature.

Readers are asked to supply a funny line for the scenes from the picture. Offer guest tickets for the ten best lines submitted daily. In this way the contest may be conducted over any number of days.

After it's planted, the contest should be plugged with every medium at your command — screen, programs, lobby, heralds, etc. The greater the interest in the contest, the bigger the turnout at your show.

To sustain interest post the winning lines in your lobby with the accompanying scenes.

Prepared publicity story will help get the contest started. Use daily follow up stories adding the names of the winners and other local aspects.

(Contest Story)

### Free Movie Tickets For Best Comedy Dialogue Lines

The laughs have it!

If you've got a laugh line for the comedy scenes in "Easy to Love," send them to the contest editor. They may bring you free movie tickets to see the picture.

The Strand Theatre is offering ten pairs of guest tickets daily to be distributed among the ten persons sending in the best lines fitting the scenes from "Easy to Love," which opens next. This contest starts today and a different scene will be printed daily for the next five days.

All you have to do is supply a witty line. Make it short and the funnier the better. Lines for today's scene must be sent to the contest editor no later than date. The winner will be announced in subsequent issues of this newspaper.

And—if you miss out on the first day's awards try again. You have a brand new chance every day. Get your funny bone in action and try to win one of those lucky tickets!

"Easy to Love" is a hilarious comedy of marital mix-ups and love-nest tangles. Adolphe Menjou, Genevieve Tobin, Mary Astor, Edward Everett Horton and Patricia Ellis have the leading roles.

CHOOSE YOUR OWN  
SEQUENCE OF SCENES  
FOR THIS CONTEST.  
MATS ARE AVAILABLE  
IN ONE UNIT.

Order Mat No. 12—50c.



Mary Astor is trying to appear at ease by smoking a cigar when she gets the unexpected visit by her sweetheart's wife. Send us a funny line to fit the situation—it may bring a pair of free tickets to see "Easy to Love" at the Strand.



Genevieve Tobin is in such trouble. All because of Adolphe Menjou and Edward Everett Horton and that new lovers' code in "Easy to Love," the comedy hit coming to the Strand. Like to see the picture free? Then supply the witty words you think the gentlemen in the case are exchanging. Ten pairs of movie tickets will go to the best.



This scene calls for a funny line. Can you supply it? It's your last chance for the Strand's free ticket offer to see "Easy to Love," starring Genevieve Tobin, Edward Everett Horton and Adolphe Menjou, in action above.



# Exploitation Ideas

## SHOWMAN'S CORNER

*There's no better guide to the value of a stunt than past performance. In this column we reprint several exploitation ideas that have recently proved successful in the field. In every case you will find the ideas adaptable to this picture.*

**Good Huntin' in Jeweler Windows** Pass the bouquet to Larry Graver of Philly's Stanley for this ace. He saw all his Main Stem jewelers pull in their wares nightly and leave those big, beautiful windows with nothing to do. They're doing things now, you betcha. Larry got the boys to put some star heads in stock frames and keep the lights on after they pack up for the night. There's always a playdate mention in the windows in the town's top spots. Pass it along to your jewelers.

—Vitaphone Has a Swell Trailer—

**Caricature Contest in Wilmington, Del.** Mort Levine, at Wilmington's Opera House got plenty of attention with a caricature contest. He got the leading paper in on the stunt and he's still looking for one to top it for popularity. Your merchandising plan on 'Convention City' has a mat on a caricature of Adolphe Menjou by the famous Berman. With it you can start a contest on this show with a daily prize for the best. Art supply dealers can be called in for the prizes as a supplement to your guest ticket awards.

—Remember Valentine's Day—

**Bill Israel's New 8 x 10 Coverage** He started downtown and didn't stop 'till he was clear to the city line. Bill Israel of Lancaster did that with this idea. He bought up a load of 8 x 10 frames and contacted every desirable dealer spot for a display. Frames carried a 'Now Playing' slug and an usher made the rounds weekly with a still on the current show with the title lettered across the bottom. Bill added to his dealer list weekly and, at little cost, had one of the most effective institutional tie-ups we've heard of. Do we hear applause?

—Did You See the Herald?—

**Oklahoma Fell For Teaser Card Gag** H. G. Settmund of Oklahoma's H & S Theatre pulled this teaser on 'Female' and it's a natural for this show. Here's how you do it: Have a couple of good lookers mingle with the main street crowds and distribute cards saying:

*I'm Easy to Love — meet me at (theatre address) or call before 9 tonight. Here's my number (theatre phone).*

Think Settmund got attention? Who wouldn't?

—Tell Us About YOUR Stunts—

**Howard Waugh's Stilt-Walker Ad** Warner's Memphis got its plug at all local sport events with the stilt-walker gag. Howard Waugh, that ol' southern live-wire, had the big man carry signs announcing his current show. When possible, catchlines like this: *Biggest thing in town*—gave a direct tie-up with the stunt. Why not take a crack at it?

## CLASSIFIED TEASER ADS

These teasers should be planted in the classified section as 'scatter ads.' At a little extra cost they can be set in slightly bolder face type or boxed with a heavy top and bottom rule.

Here is your copy:

**WANTED — Man "Easy To Love."** Am young, attractive and have plenty of pep. Write your qualifications to (Theatre street address) or phone (Theatre number). **JANET**

A variation of this can be used to ring in all three of the names by having copy reading as follows:

**WANTED—By three attractive young women.** Husbands or sweethearts "Easy To Love." State full qualifications when writing. Address Mary, Genevieve and Patricia (Theatre street number) or 'phone (theatre number).

## 'ADVICE' QUESTION

Here's a plant that will get your title a free mention in your local 'Lonely Hearts' column.

Dear (Name):

*I had been in love with a boy for six months. Recently I met someone else that made me realize I was wrong the first time. If I drop my first sweetheart and announce my engagement to my new friend I'm afraid people will say I'm too easy to love. Please advise.*

Anxious.

Letter should be mailed on feminine stationery and written in long hand. Answer will make an ace of an attention-getter on your front.

## FUNNY LAST LINES CONTEST

In "Easy to Love," the tag line of the picture is Guy Kibbee's line "—and stuff like that." Throughout the closing sequences, Kibbee keeps the gag before the audience.

From this can be arranged a peppy newspaper contest which will catch the fancy of many of your patrons. Announce on your screen, in the lobby, and in the papers, that guest tickets will be awarded to the twenty persons who submit the best collection of "Famous Last Lines." The lists may be limited to five or ten, as you desire.

Explain that the prizes will be awarded on the basis of neatness, originality, and humor. Sample "last lines" should be given, such as:

*"Put up or shut up!"*

*"Not tonight, Josephine!"* or any of the thousand and one possibilities. Be sure that you tie up the contest with Kibbee's last line, "—and stuff like that!"

## HEART DETECTIVE STUNT

This stunt ties in with the sequence where Genevieve Tobin as the neglected wife hires a Scotch detective to trail her husband to discover who his 'heart interest' really is.

Your job printer has a die-cut in stock for turning out cardboard hearts in various sizes. Have several thousand of these made up, one set with a cut of Adolphe Menjou on one side, and the other set bearing on one side a likeness of Mary Astor. Each set should be serially numbered in duplicate.

On reverse side of these hearts the following copy should be used:

*Here is the trifling husband (wife) in the case who found it "Easy To Love" another. The neglected wife hired a detective to get the evidence for a divorce. A little detective work on your part will help you find the picture of the man (woman) in the case which bears a serial number corresponding to this. To the first 25 who bring a pair of hearts thus matched, a pair of guest tickets to see "Easy To Love" at the Strand will be the reward. Try matching this heart up with those which your friends and neighbors have received. If the numbers match, come to the Strand and claim your reward.*

Hearts should be distributed for several days, covering a different section of town each day.

In announcing the stunt, still number 74 ties in as an illustration.

## SPECIAL SET OF DEALER TIE-UP STILLS

The title of this picture is perfect for many dealer tie-ups. The variety of stills shown in miniature below are good for illustrations in cooperative ads and for window displays. Order by number direct from Warner Bros. Still Dept., 321 West 44th Street, New York.



**CHRYSLER AUTO**  
(Still EL 76)



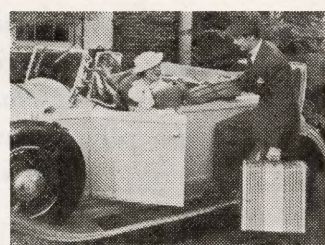
**HOSIERY**  
(Still EL 36)



**PET SHOPS**  
(Still Menjou Pub B)



**BATHROOM FIXTURES**  
(Still EL 44)



**LUGGAGE**  
(Still EL 2)



**FLORISTS**  
(Still EL 21)



**LINGERIE**  
(Still EL 39)

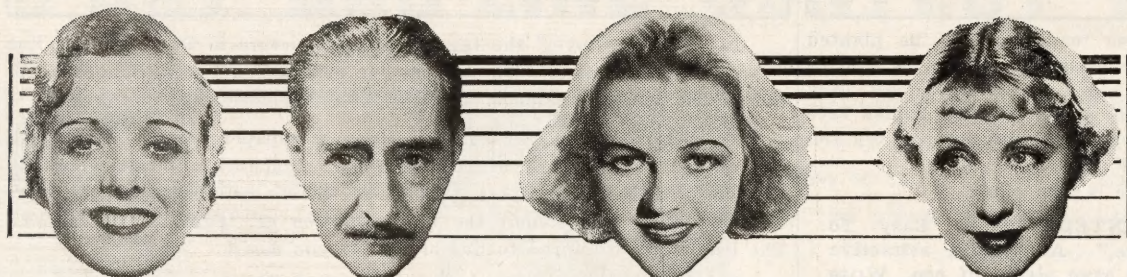


**CANDY SHOPS**  
(Still EL 33)



# Exploitation Ideas

## SPECIAL STAR-HEAD ENLARGEMENTS



MARY  
ASTOR

ADOLPHE  
MENJOU

PATRICIA  
ELLIS

GENEVIEVE  
TOBIN

Here are a series of special display accessories you can start using now and continue to use every time the star plays your house. The photographic enlargements are separate, 24 inches in height, in full natural colors and varnished for outdoor use. They are adaptable to lobby and front display.

Specially priced at \$1.65 each

Order directly from: PHOTOCOLOR STUDIOS  
220 West 42nd St. N. Y. C.

## TO DRESS YOUR FRONT



**BANNER** — for marquee ends or in place of swinging sign underneath marquee. Made of canvas with stencilled lettering. 6 feet long. \$2.40 each. On real satin, \$3.35 each.



**VALANCE** — to fit your marquee. Three colors with sewn lettering on fine duck. \$1.20 per yard. Two colors on silkolene or China silk, \$1.70 per yard.



**BURGEE** — in two colors on fine duck, with eyelets ready for hanging. 20 x 30 inches. 40 cents each.

Order from M. MAGEE & SON, 140 Fulton Street, N.Y.C.

### COLORTONE EFFECT

4 x 5 Colored positive only.....\$2.00  
—Set (pos. and neg.)..... 3.00  
3 1/4 x 4 Colored positive only..... 1.50  
—Set (pos. and neg.)..... 2.25

Order by Number N-735  
NATIONAL STUDIOS, Inc.  
226 West 56th Street, New York

Be sure to specify and include remittance with order to avoid parcel post and C.O.D. charges.



Still  
No. 82

## LOBBY BLOW-UPS



28 x 42 inches to fit in the stock one-sheet frame. Available in buff, peach or green, mounted and backed with easels if desired. Immediate C.O.D. shipment guaranteed. Priced reasonably at \$1.25 each. Order directly from NASIB STUDIOS, 160 West 46th Street, N.Y.C.

### Still No. 82

Edward Everett Horton, one of the stars of 'Easy to Love,' current Strand comedy hit, seems to be interested in the mansion in the case. Whether it's a mansion or 'room-and-bath,' the Journal 'For Rent' columns offer the ideal solution to your problems.

### Still No. 34

'I've found just the place,' announces Adolphe Menjou to screen wife Genevieve Tobin in 'Easy to Love,' current Strand comedy hit. And, if we may be so bold, we venture to suggest that if it's the ideal apartment he's found, the Journal 'For Rent' column must have been the source, etc.

Still No. 34

## STUDIO STYLE DRESS TIE-UP

Showmen know the value of the fashion tie-up with Studio Styles who reproduce the gowns designed by Orry-Kelly for Warner Bros. and First National stars.

Approximately one hundred leading stores from coast to coast are ready to cooperate with exhibitors in their respective cities. Only one retail store is appointed in each city to sell Studio Styles exclusively. Each store has been supplied with the following advertising and display material: Newspaper Advertising Mats; 11x14 and 28x42 star photos.

Contact your local Studio Styles store to effect a tie-up along the following suggestions: Arrange for style show of living models wearing Studio Styles; Distribute dealer's circulars to your women patrons; Supply store with scene stills from picture for window displays; Arrange to have dealer carry your theatre name and playdates in newspaper copy advertising Studio Styles.



GENEVIEVE  
TOBIN

wears this sophisticated dinner dress in "Easy to Love." This model is made of Peble crepe in smart lines. Originally designed by Orry-Kelly and reproduced by Studio Styles.

This mat for dealer advertising and newspaper fashion page. Order Mat No. 12-5c. Still also available in still No. GE 6 from Warner Bros. Still Dept., 321 W. 44th St., New York.

For Name of Studio Styles Store In Your City Write:  
STUDIO STYLES, INC., 525 SEVENTH AVE., N. Y. C.

## Punch Dialogue Lines And Action Stills For Displays

Both the stills and punchy dialogue lines from "Easy to Love" do justice to the general comedy throughout the picture. Make the most of this material for use as blow-ups for lobby and front display.

GENEVIEVE TOBIN: "John, do stop, you're tickling me." (Still No. 47)

MARY ASTOR: "Oh yes, so many of my er . . . friends smoke cigars. It's quite the thing, you know." (Still No. 17)

GENEVIEVE TOBIN: "Your wife? For the past few months it's been nothing but a technicality — but I have no objections." (Still No. 40)

GUY KIBBEE: "I've heard of shot-gun weddings but never fire-ax weddings." (Still No. 85)

PATRICIA ELLIS: "We love each other too much to be married." (Still No. 73)

ADOLPHE MENJOU: "Well, I love her as a husband loves his wife. And you as er . . . er . . . as a man loves a woman." (Still No. 204)

GENEVIEVE TOBIN: "Isn't he sweet the way he acts? Most men are so utterly brazen." (Still No. 25)

GENEVIEVE TOBIN: "I want to engage someone to follow my husband. I suspect him of not playing polo." (Still No. 74)

MARY ASTOR: "No wonder you're suspicious — I always say when a man starts sending his wife flowers — it's a case for a private detective agency." (Still No. 50)

GENEVIEVE TOBIN: "You've never really known me. In fact, until this happened, I've never even known myself." (Still No. 54)

EDW. EVERETT HORTON: "Carol — I hope you're not about to do something you'll regret. Perhaps I've been too bold, swept you off your feet. Have you considered." (Still No. 31)

MARY ASTOR: "I don't object to your smoking cigars, but they do get in the way." (Still No. 37)

### SONG TIE-UP

Witmark's has published a song titled "Easy to Love." Though not connected with the picture, exhibitors can capitalize on it (with playdate mentions when played) for music store and radio tie-ups.

For title pages and orchestrations wire:  
SAM SERWER, M. WITMARK, 1657 Broadway, New York

## CLASSIFIED 'APARTMENTS' AD TIE-UP

The Syracuse Journal is only one of the many front-line papers that welcome movie tie-up stills for their ads boosting their classified section. These two scenes from the picture with the suggested copy, fit the idea perfectly. Show the stills to your paper and grab the extra free space.



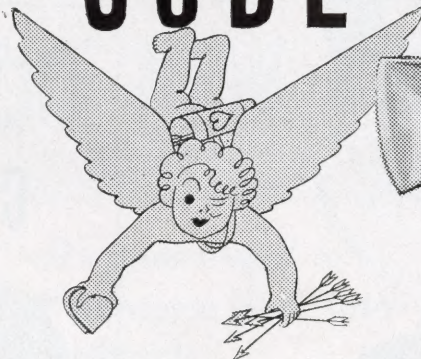
Still  
No. 82

Still No. 34



# Advertising Section

Here It Is, Girls!....  
THE NEW **CODE** FOR LOVERS!



LEARN THE STARTLING  
NEW RULES  
*that make it*

## "Easy TO LOVE"



SHOWS 1934'S NEW FASHIONS IN ROMANCE!  
SETS 1934'S NEW FASHIONS IN PICTURES!



6 Great Stars at  
Their Greatest in  
This Startling New  
Warner Bros. Hit!

ADOLPHE MENJOU  
GENEVIEVE TOBIN  
EDW. EVERETT HORTON  
MARY ASTOR  
PATRICIA ELLIS  
GUY KIBBEE

- 1—Make your sweetheart's wife feel perfectly at ease when she visits you—even if you have to smoke a cigar to do it!
- 2—Don't ask embarrassing questions when you visit your husband's other apartment... It might annoy your hostess.
- 3—Don't question your husband's alibi about staying all night with a sick friend. Maybe she *was* sick!
- 4—Don't try to teach your husband's sweetheart a lesson... Take lessons from her!

[ THEATRE  
& POLICY ]

522 Lines—Mat No. 24—15c.



# Advertising Section

America's Greatest Unemployment Problem Is Solved!  
20 MILLION IDLE HUSBANDS  
CALLED BACK TO THEIR  
HOMEWORK BY . . . . .

## THE NEW CODE FOR LOVERS!



It revolutionizes the love habits of the nation! . . . Puts laid-off lovers back on the job! . . . Fixes the maximum hours of romance! . . . Makes every sweetheart—

## "Easy TO LOVE"

See the easy rules demonstrated in  
Warner Bros.' hilarious romance by  
these famous love experts—

ADOLPHE MENJOU  
GENEVIEVE TOBIN  
EDWARD EVERETT HORTON  
MARY ASTOR • GUY KIBBEE

*She Swore She'd Teach  
Her Husband's Sweet-  
heart a Lesson — and  
Ended Up Taking  
Lessons From Her!*



**T H E A T R E**

366 Lines—Mat No. 20—10c.

We urge every woman in town to  
**GET A NEW HUSBAND**



by bringing her old one  
to see these six big  
Warner Bros. stars  
demonstrate the *hilarious*  
*wrong way* and  
the *glorious right way*  
to make a woman

## "Easy TO LOVE"

A Warner Bros. Hit with

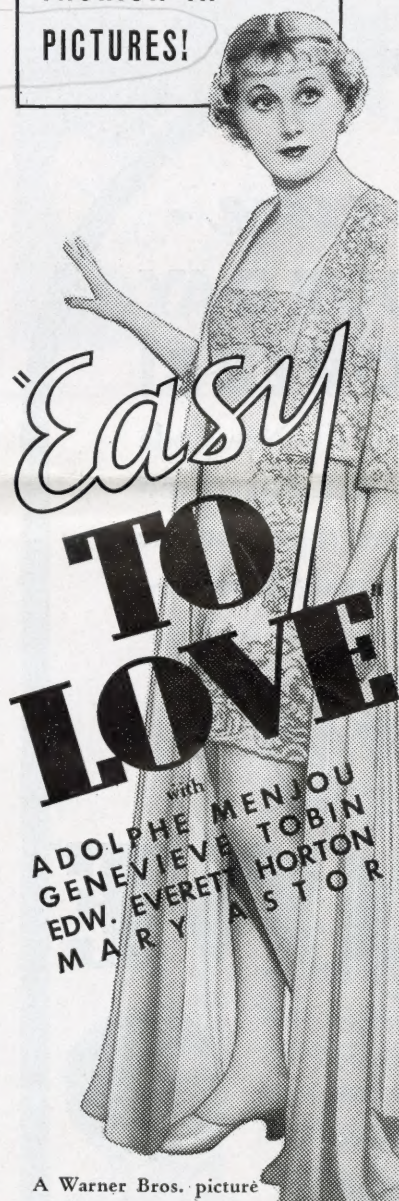
ADOLPHE MENJOU • GENEVIEVE TOBIN  
EDWARD EVERETT HORTON • MARY ASTOR  
PATRICIA ELLIS • GUY KIBBEE

**T H E A T R E**

262 Lines—Mat No. 19—10c.



SHOWS 1934's NEW  
FASHIONS IN LOVE!  
SETS 1934's NEW  
FASHION IN  
PICTURES!



# "Easy TO LOVE"

with  
ADOLPHE MENJOU  
GENEVIEVE TOBIN  
EDW. EVERETT HORTON  
MARY ASTOR

A Warner Bros. picture

**THEATRE**

111 Lines—Mat No. 28—5c.

## Introducing THE NEW CODE FOR LOVERS!

*It's guaranteed to*  
Put romance back into  
husbands! . . .  
Put the thrill back into  
marriage! . . .  
Put laid-off lovers back  
on the job! . . .

*Learn the new rules from  
these famous love experts—*

ADOLPHE MENJOU  
GENEVIEVE TOBIN  
EDW. EVERETT HORTON  
MARY ASTOR · GUY KIBBEE  
PATRICIA ELLIS

in

# "Easy TO LOVE"

*Warner Bros.' sensation-  
al advance showing of*  
1934's FASHIONS  
IN LOVE!



**THEATRE**

456 Lines—Mat No. 34—15c.



# Advertising Section

## Introducing THE NEW CODE FOR LOVERS!

*It's guaranteed to*  
Put romance back into  
husbands! . . .  
Put the thrill back into  
marriage! . . .  
Put laid-off lovers back  
on the job! . . .

*Learn the new rules from*  
*these famous love experts—*  
ADOLPHE MENJOU  
GENEVIEVE TOBIN  
EDW. EVERETT HORTON  
MARY ASTOR • GUY KIBBEE  
PATRICIA ELLIS

## *Easy* TO LOVE

*Warner Bros.' sensation-  
al advance showing of*  
1934's FASHIONS  
IN LOVE!



**T H E A T R E**

202 Lines—Mat No. 33—10c.

Starts  
TOM'W—10 A. M.



## *Imagine—* A 24-HOUR DAY FOR LOVERS!

That's the terms of the New Code  
for Romance—demonstrated  
by six famous love experts in the  
most hilarious comedy in years—

## *Easy* TO LOVE

See how one woman put the thrill back  
into marriage—by helping her husband  
go astray! A Warner Bros. hit with  
ADOLPHE MENJOU • GENEVIEVE  
TOBIN • EDW. EVERETT HORTON  
MARY ASTOR • GUY KIBBEE



**T H E A T R E**

334 Lines—Mat No. 31—10c.



**T H E A T R E**

*And now*  
**1934'S NOBLE EXPERIMENT IN LOVE-MAKING!**

See daring new fashions in love demonstrated in Warner Bros.' hilarious romance that sets a daring new fashion in pictures! We'll stake our reputation on this sensational story of six people who lost theirs by being too

*Easy*  
**TO LOVE**

with  
 ADOLPHE MENJOU  
 GENEVIEVE TOBIN  
 EDW. EVERETT HORTON  
 MARY ASTOR  
 PATRICIA ELLIS  
 GUY KIBBEE

EVERETT LOVES ADOLPHE'S WIFE

ADOLPHE LOVES EVERETT'S SWEETHEART

228 Lines—Mat No. 27—15c.

**SHE MADE A LOVER OUT OF HER HUSBAND**

by letting him look on while an expert made love to her! See how she put the thrill back into marriage in a picture that sets a daring new fashion in screen romance—

*Easy*  
**TO LOVE**

A Warner Bros. hit with  
 ADOLPHE MENJOU  
 GENEVIEVE TOBIN  
 EDW. EVERETT HORTON  
 MARY ASTOR  
 GUY KIBBEE

**T H E A T R E**

158 Lines—Mat No. 25—10c.

**THE NEW CODE FOR LOVERS!**

Six big stars show you how to put the 24-hour day for love into effect! It makes everyone

*Easy*  
**TO LOVE**

A Warner Bros. hit

99 Lines—Mat No. 23—5c.



# Advertising Section

Let these six great stars teach you  
**THE NEW CODE FOR LOVERS!**

ADOLPHE MENJOU  
GENEVIEVE TOBIN  
EDW. EVERETT HORTON  
MARY ASTOR  
GUY KIBBEE  
PATRICIA ELLIS



120 Lines—Mat No. 32—10c.

**Sensational Advance Showing of  
1934 FASHIONS IN LOVE!**

Daring new styles in  
romance—new fads  
in love-making—  
new modes in lovers  
—demonstrated by  
six famous love ex-  
perts in a romance  
that sets 1934's new  
fashions in pictures—



**T H E A T R E**

122 Lines—Mat No. 26—10c.

## Slugs and Underliners



15 Lines—Mat No. 22—5c.



60 Lines—Mat No. 30—10c.



15 Lines—Mat No. 21—5c.



18 Lines—Mat No. 29—5c.



# Production Information

## Cast of Characters

Carol	Genevieve Tobin
John	Adolphe Menjou
Charlotte	Mary Astor
Eric	Edward Everett Horton
Janet	Patricia Ellis
Justice of Peace	Guy Kibbee
Detective	Hugh Herbert
Paul	Paul Kaye
Clerk	Hobart Cavanaugh
Andrews	Robert Greig
Elevator Boy	Harold Waldrige

## The Story

John and Carol have grown to middle age without a rift in their marital happiness. They have a daughter, Janet, who is engaged to Paul. John is carrying on a secret affair with Charlotte, a family friend, while Eric, also a family friend, has begun to cast eyes at Carol. Carol, who still loves her husband, has begun to notice John's neglect, but suspects nothing until she learns that he is not playing polo as he pretends. She hires a detective to check up on him and learns he has a love nest with Charlotte. So she gets the idea of telling Eric that she is ready for the love affair and asks him to go with her to an apartment. Eric is delighted but is surprised in turn when Charlotte opens the door.

Carol pushes her way into the apartment and sees John's hat and a freshly lighted cigar. Then she goes into the bedroom and sees John's dressing gown, caught in a closet door where he is hiding. Charlotte tries to cover up but Carol coolly announces that she and Eric are lovers. When she fails to induce Charlotte to open the door, she invites her and Eric to her home for dinner. Eric is bewildered at the proceedings and doesn't realize John is in the closet, until the latter rushes into his apartment and orders him to keep away from his wife.

At home, John, not wishing her to know about his affair with Charlotte, tries to make Carol confess her own affair. Charlotte

arrives for dinner and Carol intimates that she knows the identity of the man in the closet. When Eric arrives, John orders him out of the house and Charlotte goes with him. In the days that follow, John and Carol continually bicker, finally agreeing on a divorce so that Carol may marry Eric and John may marry Charlotte.

Then Janet decides to take a hand. She marches into the house one evening with Paul and announces that since her parents' marriage is a failure, they refuse to risk it and have decided to become lovers. This brings a storm of protest, but they leave to go to a hotel, where they register as man and wife.

John and Carol rush after them—as do Charlotte and Eric, who had learned the news from the butler. The four break into the lovers' suite and find them in twin beds. John calls a Justice of the Peace and orders him to marry the couple, but they refuse. The Justice of the Peace claims he cannot marry the couple against their will. Janet then announces that she is willing to marry Paul if John and Carol will give up their lovers. This, of course, is what Carol has been hoping for and John finally decides that he loves his wife, home and his daughter's happiness more than Charlotte. John and Carol make up. Janet and Paul then jump out of bed fully clothed and announce that they had been married that morning.

## Production Staff

Director	William Keighley
Screen Play by	Carl Erickson and Manuel Seff
Adaptation by	David Boehm
From a Play by	Thompson Buchanan
Photographed by	Ernest Haller
Film Editor	William Clemmons
Art Editor	Anton Grot
Gowns by	Orry-Kelly
Vitaphone Orchestra Conducted by	Leo Forbstein

## Official Billing

Warner Bros. Pictures, Inc. & The Vitaphone Corp. present	25%
"EASY TO LOVE"	100%
with	
Genevieve Tobin — Adolphe Menjou	75%
Mary Astor — Guy Kibbee	75%
Edward Everett Horton — Patricia Ellis	60%
Directed by William Keighley	20%
A Warner Bros. and Vitaphone Picture	40%

Length 5667 feet Running Time 61 min.

## Biographies

### Adolphe Menjou

Adolphe Menjou was born in Pittsburgh, Pennsylvania, of French and Irish parentage. He was educated at Culver Military Academy and Cornell University. He studied mechanical engineering and got a smattering of college theatricals.

After graduation he turned to the stage and joined a stock company in Cleveland, Ohio. Later he decided on a screen career and played with several important players, including Marguerite Clark, before the war broke out. He went to the front with the Cornell unit as a private and came out a Captain.

Re-entering picture work after the war, his first big success was with Charles Chaplin in "A Woman of Paris." From that time on he has been playing leading and stellar roles. Some of his more recent pictures include "Convention City," "Morning Glory," "The Worst Woman in Paris," "The Circus Queen Murder," "A Farewell To Arms" and "The Front Page." He was recently signed by Warner Bros.-First National on a long term contract.

### Guy Kibbee

Guy Kibbee was born in El Paso, Texas, on March 6th, 1886, weighs 200 pounds and is 5 feet 10 inches tall. Launched upon a stage career at an early age, he toured the country innumerable times with various stock companies and won attention as one of America's most capable actors, and, since his introduction to movie audiences, he has gained a huge following among the fans.

His more recent pictures include "Convention City," "Havana Widows," "The World Changes," "Lilly Turner," "The Silk Express," "The Life of Jimmy Dolan," "Girl Missing," "42nd Street," "Footlight Parade" and "Gold Diggers of 1933."

### Patricia Ellis

Patricia Ellis was born in New York, the daughter of Alexander Leftwich, one of that city's most noted stage directors and producers.

She has been on the stage since the time she was old enough to walk and has appeared in the last few years in such Broadway productions as "The Royal Family," "Once In a Lifetime," and "Elizabeth the Queen."

Miss Ellis has made remarkable strides toward stardom, playing important roles in "Convention City," "The World Changes," "Elmer the Great," "Picture Snatcher," "The King's Vacation," "Central Park," "Three On a Match" and "The Narrow Corner."

### Paul Kaye

Paul Kaye was born in New York City on Washington's birthday, twenty-one years ago. He attended the public schools in Manhattan and supplemented this with courses at New York and Indiana Universities. Being over six feet tall and weighing 170 pounds he was a successful candidate for the football teams.

He spent his summers playing in stock and finally decided on the stage as a career, although he is an artist of no mean ability and still does considerable painting in oils. His first big opportunity on the stage came with "Lady Luck." "Easy To Love" is his first picture.

### Genevieve Tobin



One of the many stars of "Easy to Love."

Mat No. 5, Price 5c.

Genevieve Tobin was born in New York City and educated there and in Paris. Like so many of her contemporaries, she is a product of the New York stage, but in addition has played much abroad, notably a year at the Queen's Theatre in London where she was featured in "The Trial of Mary Dugan."

She has played on the screen in "A Lady Surrenders," "Good-bye Again," "Dark Hazard," "I Loved a Woman," "Pleasure Cruise," "The Infernal Machine" and "Perfect Understanding," the latter with Gloria Swanson in a London-made production.

## Screen Records

**GENEVIEVE TOBIN** — "Good-bye Again," "Dark Hazard," "I Loved a Woman," "Hollywood Speaks," "The Gay Diplomat," "Up for Murder," "Seed."

**ADOLPHE MENJOU** — "Convention City," "Morning Glory," "The Worst Woman in Paris," "The Murder of the Circus Queen," "A Farewell to Arms."

**MARY ASTOR** — "The World Changes," "The Kennel Murder Case," "The Little Giant," "Jennie Gerhardt," "A Successful Calamity," "Red Dust."

**EDWARD EVERETT HORTON** — "Alice in Wonderland," "The Way to Love," "Design for Living," "A Bedtime Story," "Age for Love," "Roar of the Dragon," "Trouble in Paradise," "But the Flesh is Weak."

**PATRICIA ELLIS** — "Convention City," "The World Changes," "The Narrow Corner," "Picture Snatcher," "The King's Vacation," "Central Park."

**HUGH HERBERT** — "College Coach," "Convention City," "From Headquarters," "Footlight Parade," "Bureau of Missing Persons," "Goodbye Again."

**GUY KIBBEE** — "Convention City," "Havana Widows," "The World Changes," "Footlight Parade," "The Silk Express," "Lilly Turner," "42nd Street."

**HOBART CAVANAUGH** — "Mayor of Hell," "Convention City," "Dark Hazard," "From Headquarters," "Havana Widows," "The Kennel Murder Case."

**ROBERT GREIG** — "Mind Reader," "Jewel Robbery," "The Tenderfoot," "Tonight or Never," "Beauty and the Boss," "Man Wanted," "Female."

**HAROLD WALDRIDGE** — "She Had to Say Yes," "Blessed Event," "Five Star Final," "High Pressure," "Alias the Doctor."

### Mary Astor

Mary Astor was born in Quincy, Illinois, where her father was a teacher in the local schools. Later she went to Chicago where her mother secured a position as teacher in the Kenwood Loring school for girls. Mary entered the same school to study diction and drama.

She entered a beauty contest conducted by a motion picture magazine and won an honorable mention in the preliminaries. So she went to New York, got into the finals and came out second. Mary then got work in a New York studio playing in short subjects and finally was selected to play opposite Huntley Gordon. Later she played leads with Eugene O'Brien and Glenn Hunter.

Finally she turned to Hollywood where she appeared in a number of outstanding features. Among her most recent pictures are "Convention City," "The World Changes," "Jennie Gerhardt," "The Kennel Murder Case," "A Successful Calamity" and "The Little Giant."

She is married and has a baby daughter.

### Edward E. Horton

Edward Everett Horton was born in Brooklyn, New York, and educated at Columbia University. His stage career began at the age of twenty, when he joined the chorus of a comic opera company playing Gilbert and Sullivan operas on Staten Island. He was on the stage thirteen years, playing in such productions as "The First Year," "Smilin' Through," "Lilac Time," "The Beggar on Horseback" and "The Nervous Wreck" among others.

He started his screen career a little more than six years ago, appearing in "The Front Page," "Lilac Time," "Ruggles of Red Gap," "Sonny Boy" and others. Horton returned to the stage in 1928 and for two years was engaged in producing his own shows.

Back to the screen again his most recent pictures include "Alice in Wonderland," "Design for Living," "The Way to Love," "Age for Love" and "A Bedtime Story."

### Hugh Herbert

Hugh Herbert was born in New York City and was educated in the public schools there. After finishing high school, he got a position with the Fall River, Massachusetts, stock company. Later he returned to New York, playing in more than sixty plays and sketches there and in other cities.

He went to Los Angeles with the musical comedy, "Exposures of 1927" and shortly thereafter was engaged to play in pictures, although he had had some experience before that. Herbert collaborated with Murray Roth in writing the first all-talking picture, "Lights of New York," which was produced by Warner Bros. He has written a number of screen plays, notable among them, "The Great Gabbo" for Eric Von Stroheim.

His recent pictures include "Convention City," "The World Changes," "From Headquarters," "College Coach," "Footlight Parade," "The Narrow Corner," "Bureau of Missing Persons," "Goodbye Again" and "She Had to Say Yes."



# Publicity—Advance

## Key Story

### "Easy To Love," New Comedy Coming Soon With All Star Cast

Here's a poser for the wives of America!

What would you do if, some day, you discovered that your apparently devoted husband had been carrying on an affair for goodness knows how long, with your most intimate friend?

Many women refuse to believe that such a thing could happen to them. So did Carol Townsend until, one morning, the ugly truth stared her in the face. She engaged a detective to confirm her suspicions and had them confirmed only too well.

After that, it was simplicity itself to take Eric, the other member of the quartet of friends, along with her a witness and, under pretense of looking for an apartment, drop in "accidentally" at the love-nest where her dear friend Charlotte and John Townsend spent their afternoons when he was supposed to be playing polo.

Carol's visit to Charlotte's apartment — while John listens in fear and trembling from the closet in the bedroom — is only the first of the excruciatingly funny situations in "Easy To Love," the new Warner Bros. comedy of domestic sixes-and-sevens which will soon be seen at the Theatre. From then on, the pace of the story becomes faster and funnier with each new twist in the domestic mishaps of the Townsends.

Played with finished artistry and a superb sense of comedy by an expert cast, "Easy To Love" has been hailed as one of the most delightful romantic comedy-dramas of the year by the critics of the nation.

On the stage and on the screen, Miss Tobin has proved herself equally at home in both drama and comedy, as evidenced by her success in "Fifty Million Frenchmen" and "Polly Preferred" in New York, and in "The Trial of Mary Dugan" in London. On the screen, she was an equally outstanding hit in "One Hour With You," starring Chevalier, and "I Loved A Woman" with Edward G. Robinson.

In the role of John Townsend, Adolphe Menjou has ample scope for the polished, suave sophistication of which he has shown himself to be master in such pictures as "Front Page," "Bachelor's Affairs," "Farewell to Arms," "Morning Glory" and "The Worst Woman in Paris."

Mary Astor lends her auburn-haired beauty to the role of Charlotte, following her performances in "Kennel Murder Case" with William Powell and "The World Changes" with Paul Muni, the latter of which earned her a long-term contract with Warner Bros.

Edward Everett Horton, one of the foremost of stage and screen exponents of polite, drawing-room comedy, plays Eric. Patricia Ellis will be seen in the part of Janet Townsend, the seventeen-year-old daughter of the household, who with her fiancé, finally takes the bit in her teeth and brings about an unexpected solution of the domestic tangle. Paul Kaye, promising young actor from the east, plays opposite Miss Ellis. It is his first screen role.

William Keighley, well-known stage director, who co-directed last season's Warner successes, "Match King" and "Ladies They Talk About," brings the fruits of his years of experience in the theatre to the interpretation of the dramatic and comedy values of "Easy To Love."

## Woodman, Spare That Gal!



Yessir, that's Adolphe Menjou brandishing that fire-ax under the noses of Genevieve Tobin and Edward Everett Horton. But he's not really serious; it's just a scene from their latest hilarious Warner Bros. Comedy, "Easy to Love," opening Wednesday at the Strand.

Mat No. 7—10c.

## News Flash!

### 'Menjou Is World's Best-Dressed Man' —Sartorial Solons

According to a vote of the smartest tailors of London, New York and Hollywood, Adolphe Menjou is one of the ten best-dressed men in the world.

He is the only motion picture actor to be named in the list, which was published in newspapers throughout the United States and the British Empire recently. Other picture stars were among the runners-up, among them William Powell, Warren William, Ricardo Cortez, Ronald Colman, Warner Baxter and George Raft; but Menjou alone made the Upper Ten, thereby beating even the Prince of Wales.

Among the international figures selected for the accolade of the sartorial experts were the Earl of Westmoreland, British sportsman and racehorse owner; F. Frazier Jelke, New York stock broker; William Goadby Loew, also of New York and Wall Street; Sir Austen Chamberlain, formerly British Foreign Secretary; Anthony J. Drexel Biddle, leader of Philadelphia society; the Marquess of Cholmondeley, of London; and Sir J. W. Buchanan Jardine, prominent English sportsman. And, as aforesaid, Adolphe Menjou, as the screen's only representative.

Ever since his career in motion pictures began, Menjou, whose latest vehicle is "Easy to Love," for Warner Bros., opening at the Theatre, has been a model of elegant attire. According to those who know him best, clothes have never been an obsession with him; he simply dresses well because, as he says himself, "It is easier to dress well," and he possesses a natural taste for the right garments at the right time.

One of the London tailors who took part in the balloting that chose Menjou and the others said:

"It is difficult with the present day interpretation of what constitutes the well-dressed man to make a choice. But the men I have named are among those able

## On The Stars

### Big, Bad Bee Bites Genevieve's Back In Film Bathtub Scene

This is the tale of a big, bad bee that broke all the rules of social etiquette by wandering into a lady's bathroom.

Miss Genevieve Tobin was the lady and the bathroom was a set on a stage of the Warner Bros. studios where a scene was being shot for "Easy To Love," which comes to the Theatre on . . . . .

Miss Tobin was seated in the tub, clad in nothing but a mass of soap suds, carrying on a domestic argument with Adolphe Menjou, in the role of her husband, through the partially open bathroom door. A delicate odor of perfumed bath salts, which the property department very thoughtfully provided, filled the air.

A wandering bee, presumably deceived into thinking the perfume came from a flower, flew across the set and into the bathroom. Miss Tobin saw it and suddenly interrupted herself in the middle of a line to utter a piercing shriek. At the same time she made a pass at it, which is contrary to regulations when dealing with a bee.

The insect became bewildered and flew against Miss Tobin's shoulder in trying to escape. And when a bee comes in contact with an object when frightened or angry it is inclined to declare war. This one ran true to form and punctured Miss Tobin's delicate skin with its stinger.

More shrieks as the property department rushed to the rescue with fly swatters. They got the bee and Miss Tobin got a lump on her shoulder.

to walk the streets in the loudest checks without attracting attention."

Adolphe Menjou received the news of his selection by the world's leading tailors philosophically. "I accept the nomination," he said.

PICK UP MAT NO. 16 IN EXPLOITATION SECTION FOR USE WITH THIS STORY.

## On The Stars

### What Qualities Make People Easy To Love? Stars Say "Charm"

What are the qualities that make a man or a woman easy to love? A discussion of this question broke out on the set at the Warner Bros. studios during the production of "Easy to Love," a picture which comes to the Theatre on . . . . .

And the final vote was that most of the lovable characteristics of any man or woman were summed up or implied in the single word, "charm."

The members of the cast, Genevieve Tobin, Adolphe Menjou, Mary Astor, Edward Everett Horton, Patricia Ellis, Paul Kaye and Guy Kibbee, agreed without a dissenting voice, and without regard to sex. William Keighley, the director, assented without a murmur of protest.

"Charm," said Genevieve Tobin, "to me means everything, mental and physical, that would make a man easy to love. It implies good health, intelligence, an even disposition, courage, manliness. Perhaps the only thing it does not inevitably involve is success. But I cannot imagine any man with real charm being a failure.

So I'll stick to my contention that charm sums it all up."

"Charm is more important than beauty in a woman," was Adolphe Menjou's verdict. "In fact, I have never met a thoroughly charming woman who was not actually more beautiful than a mere beauty without charm."

"I'll agree with you both on the question of charm," Mary Astor remarked, "though I think we ought to omit specifically from this debate the charming rascals and fascinating devils we have all met or heard of, and of which history is full. That type is often too easy to love, but they don't wear well, and much of their charm is a veneer.

"For my own satisfaction, I'd say that a man who was both charming and what we call 'regular' at the same time would be the easiest to love, and stay in love with the longest."

"Bravo!" cried Edward Everett Horton, "I can't add a thing except my endorsement to the statements that have already been made."

"I think charm covers everything," said Patricia Ellis, "except that I don't think any man would be easy to love very long who had too large a family of relatives."

At which everybody laughed and walked out in front of the cameras for another scene in "Easy to Love," which is a hilarious comedy of marital mix-ups based on the play by Thompson Buchanan and adapted by David Boehm.

## On Production

### New Film Pictures Wife's Novel Method Of Hubby Discipline

Genevieve Tobin, as the neglected wife in the Warner Bros. picture, "Easy To Love," which comes to the Theatre on . . . . ., invents a novel method of bringing her husband to time.

Presumably happily mated to Adolphe Menjou, according to the theme of the story, based on the play by Thompson Buchanan, her suspicions are aroused when her husband repeatedly returns home jaded after afternoons spent in the fresh air with his polo ponies.

Finding him in a love nest with her best friend, instead of on the polo field with male companions, she deliberately leads him to believe that she is having an affair with his best friend. This situation leads to the most hilarious series of marital mix-ups imaginable. Nor is the quadrangular love tangle straightened out until their daughter and her lover rush from the house to live, as they put it, a life of sin.

Mary Astor and Edward Everett Horton form the other two sides of the love quadrangle as the other woman and the other man, while Patricia Ellis and Paul Kaye are the young lovers.

Other noted players in the cast, which is one of exceptional strength and talent, include Guy Kibbee, Hugh Herbert, Hobart Cavanaugh, Robert Greig and Harold Waldridge.

William Keighley directed.

## Boo! You Bootiful Creature!



Flash! Genevieve Tobin and Edw. Everett Horton, stars of the Warner Bros. comedy sensation, "Easy to Love," are rumored 'that way' about each other. They are seen here in an affectionate pose. "Easy to Love," coming soon to the Strand, also features Adolphe Menjou and Mary Astor.

Mat No. 9—10c.



# Advance Features

## PERSONALITY PORTRAIT

### ADOLPHE MENJOU

**H**E bubbles with the most effervescent racial mixture that can be poured into the veins of a human being — French and Irish.

It's the source of all the apparent contradictions in the Menjou personality — which, his friends admit, is one of the most fascinating and baffling they have ever met.

He can be as sophisticated as only a Frenchman knows how to be — and as sentimental as an Irishman.

He can flare up in a second — and cool off just as quickly.

He is an incorrigible "kiddier" and spends most of his leisure moments on the set, between scenes, in keeping the other members of the company in stitches of laughter.

He keeps his familiarity with four languages besides English — French, German, Italian and Spanish — oiled and primed so that he can use them at a moment's notice.

During the making of "Easy To Love," the Warner Bros. picture coming to the Theatre next week, he engaged a Spaniard as his dresser so that he could converse with him in Castilian between scenes.

He dresses with the exquisite taste of a boulevardier, but avoids anything that borders on foppishness.

His hobbies are elaborate dressing-gowns, of which he has an extensive collection; cravats, most of which he has made to order in New York and Paris; and cigarette holders.

During the production of "Easy To Love," he used a different cigarette holder on the set each day, and never the same one twice during the making of the picture.

#### Fires Chauffeur Daily

He has a colored chauffeur whom he has fired regularly every day for the past eight months. Each morning the boy is at the door with his car as if nothing had happened.

In money matters, he displays the canny frugality of his French forbears on his father's side, and the easy open-handedness of his Celtic ancestors on his mother's.

If he sees anything he wants in a shop, he buys it, regardless of cost — after he has bargained in an impassioned manner with the shopkeeper.

On the other hand — the day after his automobile was broken into and robbed while he was attending a business meeting in Hollywood, he entered a five-cent box of bicarbonate of soda on the list of missing articles he sent to the insurance company.

The screen's foremost "man of the world," he has had fewer romances with the fair sex than many another star.

He believes that the true man of the world is known, not by the number of love affairs he has had, but by the care with which he has chosen and cultivated a select few.

Casanova and Don Juan are not his favorite characters in literature, in spite of the numerous gallant roles he has played in pictures.

## Menjou and Herbert In Dialect Contest

Hugh Herbert and Adolphe Menjou indulged in a dialect contest one day during the production of "Easy To Love," the Warner Bros. picture coming to the Theatre, in which Hugh plays the role of a private detective. After the seventh heat, Genevieve Tobin and Mary Astor, who had constituted themselves impromptu judges, declared the contest a tie. Herbert was just getting ready to go into an imitation of a Japanese green grocer arguing with a Jewish woman over the price of three bunches of carrots when Director William Keighley ordered everyone on the set and the playoff of the tie was postponed.

## Genevieve Tobin Reveals Her Best Beauty Secrets

### Star Of "Easy To Love" Believes Fresh Air, Lots Of Exercise, Lots Of Sleep Needed

**B**EAUTY secrets? Genevieve Tobin looks at you with typical Tobinesque amazement — and she can open her eyes to an amazing extent — when you ask her if she has any beauty secrets.

"I have a few rules that I observe carefully," she said, in her precise, trim fashion, "but they couldn't be called 'secrets' by any stretch of the imagination. They're so thoroughly founded on common sense that it scarcely seems worth while to talk about them.

"The three foundations of health—which is, of course, a pre-requisite to beauty," she went on, keeping a watchful eye on Director William Keighley, who was busy across the stage lining up the next shot during the production of "Easy To Love," the Warner Bros. picture which comes to the Theatre on ..... "are, it seems to me, regular eating, plenty of sleep and exercise in the open air.

"The rule about regular eating applies to everybody, I should think, whether you're on a diet or whether you eat what you please, as I do. Eating regularly is necessary to good digestion. And you can't be beautiful and have indigestion at the same time.

"Getting plenty of sleep is equally important. It is quite true that, in an emergency, one can go with little or no sleep for a considerable period of time. But it is also true that one pays for it, just as one has to make up an overdraft at a bank.

"That's why I make almost no social engagements while I am working in a picture. I want my evenings free for rest, and my nights for sleeping. While I am not absolutely inflexible in this, because many social diversions can be restful, I don't undertake any social obligations that interfere with the eight or nine hours nightly sleep that I must have, especially during a production.

#### Open Air Exercise

"Exercise in the open air," continued the little blonde actress, "is something every woman should have daily, if she aspires to the health and physical and mental attractiveness which is looked upon as real beauty.

"Tennis and golf happen to be my favorite sports, and I keep at them as faithfully as possible. If I can manage it, I like a set or two of tennis, or nine holes of golf before dinner. And it has to be something extremely tempting to induce me to forego my week-end hours on the tennis court or the links.

As far as cosmetics are concerned, there's nothing mysterious or complicated in my attitude toward them. I use plenty of the best creams I can find, and I finish with a systematic application of ice. It gives a glow to the skin and a firmness to the tissues that helps them to function normally.

"If you can call such things 'secrets,' you're welcome to them!"

In "Easy To Love" Miss Tobin has the role of a happy wife whose husband begins to philander in middle age. Her unique method of curing him makes one of the most amusing comedies screened. The picture is taken from the play by Thompson Buchanan and adapted by David Boehm.

In the cast with Miss Tobin are Adolphe Menjou, Mary Astor, Edward Everett Horton, Patricia Ellis, Hugh Herbert, Guy Kibbee, Paul Kaye and Hobart Cavanaugh.

William Keighley directed the picture from the screen play by Carl Erickson and Manuel Seff.

## ADVANCE SPRING ATTIRE :: worn by the STARS

Genevieve Tobin models this suit of henna colored ribbed crepe, with a collar of red fox.



Patricia Ellis favors this suit of cream colored wool. The dress front has a narrow inset of tucking, the tuckings being repeated on the wide sleeves of the three-quarter length swagger coat. Blue fox encircles the shoulder line of the coat.

Brown wool is deftly complemented by fur trimming of beaver on a street dress worn by Mary Astor.



These styles designed by Orry-Kelly for Warner Bros.-First National Picture, "Easy to Love," coming to the Theatre.

Mat No. 15-15c.

## Flash! Mary Smokes Cigar!

Mary Astor has smoked her first cigar!

The dignified Mary didn't do it out of choice, nor a spirit of bravado, however, but because it was called for in "Easy to Love," the hilarious Warner Bros. comedy which comes to the Theatre on .....

The reason for the cigar is that, in her screen role, Genevieve Tobin calls upon Miss Astor in her screen love nest. It just so happens that Genevieve's screen husband, Adolphe Menjou, is there and quickly hides in the closet, forgetting, however, a freshly lighted cigar.



MARY ASTOR  
Mat No. 2-5c.

Fearing that the cigar is a dead give-away, Mary picks it up and begins to smoke it, declaring it is the latest fad in the artist's colony she has joined.

The cigar choked her, made her cough and brought the tears to her eyes, but she kept on.

"I feel a little dizzy, but that's all," said Miss Astor after finishing the scene. "It is lucky, however, that the script called for the character in the picture to choke or I never could have put it over. I couldn't have smoked it naturally to save my life and I hope I don't have to repeat the operation."

The picture is a highly amusing story of marital mix-ups, based on the play by Thompson Buchanan and directed by William Keighley.



# Current Publicity

(Review)

## Gales Of Laughter Hail "Easy To Love" Opening

Racy Marital Complications Full Of Comedy,  
Played To Hilt By Stellar Performers

**A** SPARKLING, spicy comedy drama of philandering husbands and jealous wives, with plenty of unexpected twists in it that are as new as the twenty-first amendment, is the new Warner Bros. production, "Easy To Love," which was presented for the first time locally at the Theatre last evening to an enthusiastic audience which hailed it with gales of laughter.

With all its comic complications and its startling situations, there's a wholesome lesson or two in it for the romantically unstable. If the difficulties in which John Townsend finds himself as a result of "playing polo" prove everything, they prove that, though the course of true love never runs smooth, the course of untrue love is many times thornier.

Every woman in the audience will enjoy the diabolically clever manner in which Genevieve Tobin, as Carol Townsend, undertakes to make life miserable for her husband and Charlotte, her best friend. No more excruciatingly funny situation has been seen in motion pictures this season than Mrs. Townsend's visit to Charlotte's apartment. Knowing that John, the erring husband, is hiding in the bedroom closet, Carol amuses herself by insisting upon inspecting the rooms, and confiding to Charlotte in a loud voice that she and Eric, the other member of the quartet of friends have decided to have a secret love affair and are looking for a place like hers.

No sooner has Carol departed, than John, manlike, hurries home to indignantly upbraid his wife for daring to think of having with Eric the same kind of an affair he has been carrying on with Charlotte. Carol, who has kept her sense of humor uppermost but is really heartbroken over her husband's faithlessness, finally goes to pieces and the Townsend family seems to be headed for the divorce court, when their eighteen-year-old daughter Janet and her fiance decide to take a hand and teach their parents a lesson.

It is the young people who finally save the Townsend menage from going to smash, and the manner in which Janet and Paul shock the elder Townsends back into starting married life all over again constitutes one of the most delightful episodes in a thoroughly entertaining picture.

The casting of "Easy To Love" is a superb piece of work on the part of Warner Bros. Genevieve Tobin is flawless as Carol, and it ranks as one of her finest characterizations. Adolphe Menjou is an ideal John Townsend, and his playing of the bathroom and boudoir scenes with Miss Tobin kept the audience in shrieks of laughter.

Miss Astor is charming and subtly irresistible as Charlotte, and Edward Everett Horton is a source of incessant delight in the role of Eric, who has been vainly trying for years to lure Carol into his arms. Patricia Ellis, as the determined young daughter who proceeds to set her parents' house in order, has one of the most interesting parts that has fallen to this young actress's lot. Paul Kaye, a newcomer in Warner pictures, makes an extremely favorable debut in front of the camera as Janet's fiance.

"Easy To Love" has been beautifully produced, and the direction by William Keighley shows a keen sense of tempo and values that keeps the story moving at an exhilarating pace from start to finish.

### Opening Day Story

## Marital Mix-ups Are Basis of New Comedy At ----- Today

"Easy To Love," the Warner Bros. picture which opens at the Theatre today, is a revelation in marital mix-ups dished out in a hilarious vein.

There is a quadrangular love tangle in which a husband and wife, whom their daughter and her sweetheart believe to be an idealistically happy married couple, are mixed up with affinities in the persons of each other's best friend.

The strange and complicated situations that arise when the wife learns that her husband is maintaining a love nest and he suspects her of having an affair lead to some of the most laughable scenes imaginable.

The picture is portrayed by an exceptionally strong all star cast headed by Genevieve Tobin in the role of neglected wife with Adolphe Menjou playing opposite her as the philandering husband. Mary Astor and Edward Everett Horton have the roles of the other woman and the other man, and Patricia Ellis and Paul Kaye are the younger players.

Others in the cast include Guy Kibbee, Hugh Herbert, Hobart Cavanaugh, Robert Greig and Harold Waldridge. The picture is based on the uproariously funny stage play by Thompson Buchanan which was adapted by David Boehm. Sparkling dialogue and clever situations with unique twists have been given to the piece by Carl Erickson and Manuel Seff, authors of the screen play. William Keighley directed.

### Easy To Love



Adolphe Menjou and Mary Astor, two of the stars in Warner Bros. comedy hit, "Easy To Love," now at the Strand.

Mat No. 4-5c.

## A Four-Sided Triangle



Here's something new under the sun! Edward Everett Horton, Genevieve Tobin, Mary Astor, and Adolphe Menjou show you a four-sided triangle, (something mathematicians never saw) in their latest Warner Bros. comedy hit, "Easy To Love," now playing at the Strand. This merry tale of marital mix-ups is guaranteed to keep you laughing.

Mat No. 10-15c.

### On The Stars

## Mary Astor Relaxes By Wearing Clothes Unlike Garb In Film

The art of relaxing and resting is one that is too often neglected by the modern woman, thinks Mary Astor, who plays the role of a vamp in "Easy To Love," the Warner Bros. production now showing at the Theatre.

"Resting and relaxing are more than just doing nothing," said Miss Astor on the set during the production of the picture. "One can be as busy as one pleases, as long as one changes one's mental and physical habits for the time being."

"When I am working in a picture, and have a day or two to

myself in the middle of the production, I make a point of wearing clothes as different as possible from those the part calls for. As it's usually my fate to wear smart clothes of one kind or another, I live in slacks, loose-necked sweaters, or an easy corduroy lounging pajama suit until it's time to go back to the studio.

"It's refreshing to get out of formal clothes and loaf around in a rough costume that allows you to romp with the dog, play with the baby, or work in the garden, as you please. There's a feeling of freedom and exhilaration in it that is the best kind of tonic for one's nerves."

"Easy To Love" is the hilarious comedy of marital mix-ups based on the play by Thompson Buchanan and adapted by David Boehm. It carries an all-star cast which includes besides Miss Astor, Genevieve Tobin, Adolphe Menjou, Edward Everett Horton, Patricia Ellis and Guy Kibbee. William Keighley directed.

### On Production

## Genevieve Giggles At Tickles—Scene Must Be Re-Shot

Genevieve Tobin is ticklish. And she can giggle too — like a school girl.

It happened on a set for "Easy To Love," now showing at the Theatre, and in which Menjou plays the part of her philandering husband.

Genevieve in negligee, asks him to powder her back, to remind him of its beauty and to call forth favorable comment which she wishes her husband's innamorata, whom she knows to be just outside the door, to hear, hoping to arouse a fiendish jealousy.

The scene was progressing nicely until Menjou began to apply the powder puff. Suddenly Genevieve began to wiggle, she coughed and then burst right out giggling.

"What's the matter?" demanded Director William Keighley, as he ordered "cut."

"Adolphe's tickling me," declared Genevieve.

"Stop your tickling," commanded Keighley.

"You've spoiled a take."

"Can I help it if she's ticklish?" demanded the injured Adolphe. "I only did what the script called for."

But Genevieve insists there was skulduggery in his legerdemain.

The scene is one of the many amusing ones in "Easy To Love," which is a hilarious take-off on love nests and marital tangles, based on the play by Thompson Buchanan. Mary Astor is the other woman in the case while others in the cast include Edward Everett Horton, Patricia Ellis, Guy Kibbee, Hugh Herbert, Paul Kaye and Hobart Cavanaugh.

### On The Stars

## Menjou Brushes Up On Foreign Tongue By Unusual Method

Adolphe Menjou is an accomplished linguist as well as a successful actor. Besides English, which is his native tongue, since he was born in America of a French father and an Irish mother — he speaks fluently French, German, Italian and Spanish.

During the production of "Easy To Love," a Warner Bros. picture, now showing at the Theatre, Menjou wished to brush up his conversational facility in Spanish and adopted an unusual method of doing so.

He engaged a Castilian, Senor Blanco, to act in the capacity of dresser and attendant on the set with him. His most important function, however, was to carry on a continuous flow of Spanish conversation whenever the actor was not in front of the cameras,

and to correct and coach him whenever necessary.

For the duration of the picture, Menjou could be found at any time between scenes, animatedly conversing with Blanco in the latter's native tongue.

"It isn't the first time I have used such a method for improving my familiarity with a language," said Menjou, "I have done it on other occasions with both French and German. It is the most effective method I know of, not only for extending one's vocabulary, but for making one's accent more accurate."

During the past few years, since the advent of talking pictures, Menjou has made pictures, in the United States or abroad, in all four languages of which he is master.

Genevieve Tobin, Mary Astor, Edward Everett Horton, Patricia Ellis, Hugh Herbert, Guy Kibbee, Paul Kaye and Robert Greig are other important members of the all-star cast of "Easy To Love," which is an uproarious comedy romance on domestic entanglements. William Keighley directed the picture from the screen play by Carl Erickson and Manuel Seff, based on Thompson Buchanan's play and adapted by David Boehm.



Adolphe Menjou spoiled a take.



# Current Features.

## Tattling On The Stars

### PAUL KAYE

(Former Stage Player Who Makes His Debut As A Handsome Leading Man On The Screen In "Easy To Love")

**P**AUL KAYE, who plays the juvenile lead in "Easy To Love," now showing at the Strand Theatre, comes of a family accustomed to doing things. His grandfather, for instance, trekked to Alaska with the gold-rushers in 1896, and was among the fortunate ones who returned with gold. He's still alive and enjoys recounting his gold-hunting experiences.

An uncle of Paul's was Mayor of Long Beach, Long Island. Paul himself is an artist as well as an actor. He devotes much of his spare time to paintings in oils, and it has always been his second choice as a profession.

Born in New York on Washington's birthday, twenty-one years ago, the young man who recently came to Hollywood with a Warner Bros. contract in his coat pocket, was educated in the public schools of Manhattan, and followed this preliminary schooling with courses at New York and Indiana Universities.

His 170 pounds and the odd inch over six feet made him a successful candidate for football honors, but he was not too busy carrying the pigskin for his Alma Mater to overlook the college dramatic club.

Even during his undergraduate days he sought opportunities for experience with stock companies, and won attention by being willing to play any kind of a part for a chance behind the footlights.

#### 'Lady Luck' Gave Him Break

His first opportunity on Broadway came with "Lady Luck." That brought him to the attention of both critics and agents, and he kept on going.

Hollywood is to Paul Kaye as much of an adventure as Alaska was to his grandfather, and he has the same determination to see it through to a triumphant finale. All of his energy and ambition is concentrated upon succeeding as a motion picture actor, and his disregard of hours and difficulties has already made

him a favorite of the Warner Bros. Studios.

His pet aversions are people who leave the cap off toothpaste tubes, staying up late and being called endearing names by casual acquaintances.

Walter Hampden and Katherine Cornell are the titans of the stage to Paul Kaye. His favorites of the screen are Helen Hayes, Garbo, Norma Shearer, John and Lionel Barrymore, Fredric March and Robert Montgomery. Coward tops them all as a playwright, in his estimation.

Politics have no allure for him, and he has no special interests in literature. A palette and paint brushes attract him more than books during his spare moments.

In "Easy to Love," Kaye has the role of Patricia Ellis' sweetheart and the two, by pretending that they are going in for love without benefit of clergy, manage to untangle the marital difficulties of Patricia's parents, played by Adolphe Menjou and Genevieve Tobin. Mary Astor is the other woman and Edward Everett Horton the other man in the love tangle. Others in the cast are Guy Kibbee, Hugh Herbert, Hobart Cavanaugh, Robert Greig and Harold Waldridge.

The picture is an uproarious comedy based on the play by Thompson Buchanan and adapted by David Boehm. William Keighley directed.

## They Find It Easy To Love



Adolphe Menjou and Mary Astor, two of the stars of Warner Bros.' comedy smash "Easy to Love," now playing at the Strand Theatre. This handsome couple seems just too, too happy for words. And, frankly, we can understand how they feel.

Mat No. 11—10c.

## FREAK FACTS . . . ABOUT FILM FAVORITES

**GENEVIEVE TOBIN**  
TOOK A BATH IN REAL MILK FOR A SCENE IN "EASY TO LOVE"  
*NOTE: (WATER DOES NOT PHOTOGRAPH SO MILK WAS USED)*

**ADOLPHE MENJOU**  
IT REQUIRED A TWO-TON TRUCK TO MOVE MENJOU'S PERSONAL WARDROBE TO THE WARNER LOT.

**PAUL KAYE**  
NEW SCREEN FIND ADMITTED TO THE DIRECTOR THAT HE DIDN'T KNOW HOW TO KISS.

**MARY ASTOR**  
HAD TO LEARN HOW TO SMOKE CIGARS FOR A SCENE IN "EASY TO LOVE"

"EASY TO LOVE" IS NOW PLAYING AT THE STRAND THEATRE

## NEWSPAPERS EVERYWHERE

have approved of these Freak Facts as a special feature. Read it and see why! If your paper doesn't take mats, a line cut can be made directly from this page. Be sure to add your playdate line in the space indicated.

Mat No. 18—10c.

## Adolphe Menjou Jilted By Mary Astor's Daughter

### She Liked Him Fine 'Til She Saw Him Made Up On The Set For Role In "Easy To Love"

**I**T'S years too soon, of course, to even begin to imagine what kind of a career Mary Astor's infant daughter will choose when she grows up. Or whether she will choose any.

One thing is certain, however. If she elects to follow in the footsteps of her beautiful and popular mother and become an actress, she will have to overcome her present dislike for theatrical makeup.

Young Miss Thorpe (Mary Astor, in private life, is the wife of Dr. Franklyn Thorpe, eminent California gynecologist) manifests her antipathy for grease paint in no uncertain terms. Her vocabulary, at the present writing, is more emphatic than extensive, but she makes it very clear, upon occasion, that she won't have anybody around her who smears up his or her face with that awful looking stuff. Even her mother is not exempt from Miss Thorpe's ruling on this matter.

During the making of "Easy to Love," the Warner Bros. picture now showing at the Strand Theatre, in which Mary Astor has one of the principal roles along with Genevieve Tobin, Adolphe Menjou and Edward Everett Horton, Miss Astor brought her daughter to visit the studio on one of the days when she herself was not working.

The young lady showed great interest in everything that was going on around her. It was great fun to watch the electricians moving the big lamps around. She took an immediate fancy to Genevieve Tobin's West Highland terrier, Jill, who was sitting beside her mistress' chair on the set. She pulled Director William Keighley's nose several times, as a mark of special favor, and Chief Cameraman Ernest Haller's blue glass fascinated her so much that Ernie had

to surrender it for about half an hour.

Adolphe Menjou had a late call that day and presently walked on the set to say "Hello" to the company before going to his dressing room to make up.

#### Love At First Sight

Mr. Menjou was duly presented to Miss Thorpe, and the two took an instant liking to each other. It developed, in fact, into quite a furious flirtation before the assistant director finally reminded Menjou that he'd be late for his first scene if he didn't tear himself away at once.

Miss Thorpe cooed longingly after him as he disappeared, then busied herself cheerfully with other matters in her immediate vicinity.

Some twenty minutes later, Menjou reappeared on the stage, made up and ready to step in front of the cameras. Quite naturally, he paused in front of Mary Astor's chair, where little Miss Thorpe was sitting on her mother's lap absorbed in trying to swallow the cameraman's blue glass, and stooped down to speak to her.

"You're going to get an awful shock in just about one second," murmured Miss Astor. Menjou

## Patricia Ellis Sews On Old Fashioned Samplers

When you see an old fashioned sampler hanging on the walls of some home you can usually figure that the family goes back to the American Revolution days or earlier. For these samplers were made by our great-great-grandmothers. They have been cherished by persons fortunate enough to have them in their possession, framed and carefully preserved.

But Patricia Ellis, Warner Bros. featured player, who appears in "Easy To Love," now showing at the Strand Theatre, has adopted the work of her ancestors and is making her own samplers. Her latest one consists of two kittens, stitched with a needle on a plain background, with a verse underneath, telling who made it and when it was made. Pat says she hopes her grandchildren will cherish this one.

## Adolph Menjou Has His Pet Superstition

Adolphe Menjou has one pet superstition. He will not get out of bed on the right side. In a scene for the Warner Bros. picture, "Easy To Love," now showing at the Strand Theatre, the script called for him to get out of bed on the right side. No sort of persuasion could induce him to do it, however, so the script was changed to let him hop out on the left side.

He explained to Director William Keighley that when he was a student at Cornell University he broke his leg getting out of bed on the right hand side. Since then he has always gotten out on the left. At home he arranges his bed against the wall so that there is only a left exit. He has his beds arranged similarly at a hotel and in a Pullman car he insists on a car with apartments on the right side so the bed exit will be at the left.

looked puzzled—and just then the baby turned around, took one look at her beau of half an hour before and set up a terrified shriek.

Everybody on the set turned around to look. Menjou, nonplussed and embarrassed for one of the few times in his life, looked bewildered and exclaimed:

"What's the matter. I haven't done a thing to her!"

Once again Menjou tried to make up to the child. But she shrank away from him and continued crying and sobbing, until the actor finally gave up. When she finally succeeded in quieting the little one, Mary explained:

"She's always been like that. The first time I ever went near her with make-up on, she behaved even worse. Even ordinary lipstick and powder are barred as far as she's concerned. Neither the Doctor nor I have ever been able to find any satisfactory explanation for it, but we both think she'll outgrow it in a few years, if not sooner."

"I'm glad there's nothing personal in her attitude," laughed Menjou. "I don't profess to be The Great Lover or anything of that sort, but that's the first time in my life I've ever had a woman scream with fright when I tried to be nice to her!"

Miss Astor plays opposite Menjou in "Easy to Love," the hilarious comedy dealing with a series of marital mix-ups. It is based on Thompson Buchanan's play and was adapted by David Boehm. William Keighley directed.



# Current Features

## Miss Tobin Talented In Both Comedy and Drama

**Heads All Star Cast In Warner Bros.' Film, "Easy To Love" At Theatre**

**B**LONDE and petite, demure and vivacious by turns, with an amazing gift for repartee, Genevieve Tobin, who has the leading role in "Easy To Love," now showing at the Theatre, is one of the most fascinating actresses among the featured players on the Warner Bros. roster.

She is proud of the fact that she is both an American and a New Yorker, and she hasn't the slightest hesitation in telling you that she was born on November 29th, twenty-seven years ago. Mr. and Mrs. Thomas Jerome Tobin are her parents, and Genevieve's generation was the first to take up the profession of acting. Both she and her sister Vivian have been on the stage since finishing their education.

Genevieve began her education in New York and finished it at the Institute de l'Étoile in Paris, which accounts for the fact that she still speaks and reads French fluently. During her childhood her chief ambition was to be an opera singer. She modified this later to a career on the speaking stage, but in the meantime cultivated her voice and studied both piano and harp with such diligence that she is a charming singer today and an accomplished performer on both musical instruments.

As an actress, Miss Tobin has been a New York favorite for years. She is unusual in her range of interpretation. With a gift for farce comedy that is unsurpassed among the actresses of her time, Genevieve has at the same time an amazing capacity for dramatic roles of a serious nature, as she demonstrated in her playing of Edward G. Robinson's wife in the latter's recent starring picture, "I Loved A Woman."

### First Role Her Favorite

Her first important role on the stage is still her favorite — that of Pat in Rida Johnston Young's "Little Old New York." Her versatility was repeatedly evidenced in such widely differing roles as that of the heroine in "The Trial of Mary Dugan,"

### Lady of Languid Eyes



Beautiful Mary Astor who stars in "Easy to Love"

Mat No. 8—5c.

which she played at the Queen's Theatre, London, and at the other end of the scale, Lulu Carroll in "Fifty Million Frenchmen" upon her return to Broadway.

Other important plays with which Genevieve Tobin has been identified are "Polly Preferred," "Palmy Days" with Wilton Lackaye, "Dear Sir" with Oscar Shaw and Walter Catlett, "The Youngest," Philip Barry's play, with Henry Hull, and "Murray Hill" with Leslie Howard.

Her success in "Fifty Million Frenchmen" was so outstanding that three studios were bidding for her to come to Hollywood before the season was over.

The first picture in which she appeared was "A Lady Surrenders," followed by "Seed," "One Hour With You," and then "Goodbye Again," with Warren William, Joan Blondell, Helen Chandler and Wallace Ford. Her performance in the last won her a long-term contract with Warner Bros. and she was at once cast for the leading role opposite Edward G. Robinson in "I Loved A Woman."

Literature and music are the arts to which she is devoted besides acting. Her tastes in reading are wide and varied, ranging from such classics as Shakespeare, Dickens and Jane Austen to moderns like Saki, Galsworthy, Maugham and James Branch Cabell.

Her literary interests are international, too, for among her beloved authors she counts Goethe, Balzac, DeMussset and Jacob Wassermann. Scott and George Meredith occupy a warm place in her heart. Eugene O'Neill is, to her, America's No. 1 playwright. Jerome Kern she regards as without a peer in musical comedy. Wagner and Beethoven are her favorites among the musical giants of the ages.

### Likes The Screen Now

Though her first love is the stage, Genevieve Tobin admits a present preference for the screen because, she explains, it reaches a larger audience. She is fond of travel and has spent considerable time in England, France, Switzerland and Italy. The old-world charm and suavity of French life, she believes, are without an equal anywhere.

Her two pet aversions are hairdressers who don't know their business — and cloves.

Despite a busy professional and private life, she is a devotee of exercise in the open air and finds time to maintain a creditable game of tennis and golf. She believes that one important secret of health is eating regularly, and she never allows anything to interfere with that. When she is feeling particularly epicurean, she indulges in crêpes Suzette, or roast pheasant or grouse — if they are to be had.

She makes light of beauty secrets, other than the rules referred to above. "As far as my complexion is concerned," she remarks, "I was blessed with a good skin, and I take care of it by using lots of the best creams I can find, and finishing with liberal applications of ice. Fresh air and exercise, and drinking gallons of water do the rest."

## Shorts

**Player Has 4 Different Roles At Same Studio**

Hobart Cavanaugh, who is playing with Genevieve Tobin, Adolphe Menjou, Mary Astor and Edward Everett Horton in the Warner Bros. picture "Easy To Love," now at the Theatre, is in great demand for character parts in Hollywood. At the same time he was playing in this production he also had roles with Paul Muni in "Hi, Nellie!," with Kay Francis in "Mandalay," and with William Powell in "King of Fashion."

**Kibbee Extravagant On Subject of Suspenders**

Guy Kibbee, who is a member of the all star cast of the Warner Bros. picture, "Easy To Love," now at the Theatre, has one sartorial extravagance — brightly colored suspenders. The Kibbee wardrobe contains 31 pairs, by actual count, including smart English braces and country store standbys. But Guy's cautious too. He likes 'em for their looks, but wears a belt as well.

**Miss Tobin's Parents Opposed Stage Career**

Genevieve Tobin, who plays the role of the harassed wife in "Easy To Love," a Warner Bros. picture now showing at the Theatre, had a chance to become a child actress when she was nine. Her parents opposed it and she agreed to postpone her stage career until her education was completed.

You might not think so, but Genevieve Tobin is keenly interested in politics and the political parties of the United States, and sees no reason why a woman shouldn't be.

Miss Tobin lives with her mother and sister. On the subject of marriage, she merely observes that she is still single, and has no comment to make on a possible or probable change in that status in the near future.

Genevieve weighs 105 pounds (and is proud of the fact that she and diets are strangers), stands 5 feet 2½ inches, has green eyes which can be very roguish and merry at times, and coldly blank upon occasion, and her hair is blonde.

In "Easy To Love" Miss Tobin has the role of a neglected wife who wins her husband back by pretending to carry on a love affair with another man. The picture is an hilarious comedy romance of marital tangles based on the play by Thompson Buchanan and adapted by David Boehm. In the cast with Miss Tobin are Adolphe Menjou, Mary Astor, Edward Everett Horton, Patricia Ellis, Hugh Herbert, Guy Kibbee, Paul Kaye and Hobart Cavanaugh.

William Keighley directed the picture from the screen play by Carl Erickson and Manuel Seff.

**Adolphe Menjou Was Once a Farm Hand**



But look at him now!

Mat No. 6—5c.

Can any one imagine the suave and debonair Adolphe Menjou, who flirts his way through the Warner Bros. picture, "Easy To Love," which comes to the Theatre on . . . , being a farmer? It's a fact just the same. Upon graduating from Cornell University he hired out as a farm hand and tilled the soil for a livelihood until he got a chance to do a bit part in a traveling stock company.

**Sunday Breakfast Party Held For Cast Members**

Edward Everett Horton has revived the custom of late Sunday morning breakfasts for small groups of his intimate friends. To celebrate the completion of the Warner Bros. picture, "Easy To Love," which comes to the Theatre on . . . , he extended Sunday morning hospitality to the other members of the cast, including Genevieve Tobin, Adolphe Menjou, Mary Astor, Patricia Ellis, Hugh Herbert and Guy Kibbee.

**Picture Call Cuts Short Guy Kibbee's Vacation**

A telegram to Guy Kibbee's hunting camp in the Kaibab Forest in northern Arizona cut short the actor's vacation and brought him back to the Warner Bros. Studios to play the role of a Justice of the Peace in "Easy To Love," which comes to the Theatre on . . . . Not, however, before Guy had brought down a fine three-point deer and acquitted himself as a big-game Nimrod for 1933. Guy's hunting companion on the trip was Oliver Hardy, screen comedian, but the luck was all Kibbee's up to the time the actor had to leave for Hollywood.

**Script Called For Habit But No Horseback Ride**

Patricia Ellis had only one fault to find with her part of Genevieve Tobin's and Adolphe Menjou's daughter in "Easy To Love," the Warner Bros. picture which comes to the Theatre on . . . . For three days she wore a smart riding habit, complete with hat and crop, as the script demanded, but never once had a chance to get on a horse's back. Horseback riding is Pat's favorite sport, next to swimming, and she had counted upon at least one day in the saddle during the making of the picture.

**Screen Work Is Mary's Sure Reducing Secret**

Mary Astor, who has one of the leading roles in the Warner Bros. picture, "Easy To Love," which comes to the Theatre on . . . , always loses weight while working on a production.

"I don't know any better way to reduce than to play in a picture," she said. "I think I worry my flesh off."

Her husband, Dr. Thorpe, a well known gynecologist, thinks she loses too much, however. During the production of "Easy To Love" he prescribed sherry and egg to be taken three times a day to keep her strength up.

**Has Her Screen Pajamas Copied For Wardrobe**

Mary Astor was so delighted with the informal lounging pajamas designed for her to wear in "Easy To Love," the Warner Bros. picture now at the Theatre, that she has had an exact copy of the costume made for her private wardrobe. The pair she wears in the film remains the property of the studio.

**Genevieve Tobin Designs Own Gowns, Lingerie**

Genevieve Tobin, who heads the all-star cast of the Warner Bros. picture, "Easy To Love," which comes to the Theatre on . . . , designs most of her own gowns and lingerie. This is one of her pet hobbies. Pajamas are another weakness of hers, and she has several exquisite sets which were tailored to fit her own exacting ideas.

**Menjou Confesses to 12 Pairs of Spats**

Adolphe Menjou, who has an important role in the all star cast of the Warner Bros. picture, "Easy To Love," now at the Theatre, and one of Hollywood's chief exponents of sartorial splendor on the screen, confesses to the ownership of twelve pairs of spats. They are in four different colors, pearl grey, black, tan and white.

## Jes' Can't Help It, Sah . . .

*So many wires have just burned to my desk from practically everyone in Hollywood that counts, that I can't help breaking a bit of the news. It's the preview of Stanwyck's 'Gambling Lady.' Such a picture! One of those 'one-a-year' surprises to hear 'em tell it so yo' all can start lookin' for some extra box-office hotcha startin' right now.*

Yo' Editor.



# Special Radio Sketch

## ALL ACE RADIO CHAINS OKAY WARNER SKETCHES!

Here is ten minutes of the most valuable plug your picture can get! It is a complete sequence from the picture — not a synopsis or group of episodes. Both Columbia Broadcasting and N. B. C. have used these sketches and found them exceptionally popular.

With a local amateur group playing the parts you'll get added interest. Be sure to get newspaper stories on either the radio or movie page announcing the fact that your coming picture will be etherized.

### THREE CHARACTERS

**CAROL (Genevieve Tobin):** Gay, modern wife who decides to get back her wandering hubby.

**CHARLOTTE (Mary Astor):** Her 'friend' who is in the business of 'making' hubby.

**ERIC (Edw. Everett Horton):** Carol's friend who thinks he is her accepted lover.

Regular station announcements followed by—

**ANNOUNCER:** Friends, we are happy to be able to offer for your entertainment flashes from the gay light comedy hit, "Easy to Love," the Warner Bros. picture which comes to the Theatre next, featuring Genevieve Tobin, Adolphe Menjou, Mary Astor, Guy Kibbee, Edward Everett Horton, Patricia Ellis, Hugh Herbert, Robert Greig, Paul Kaye, Hobart Cavanaugh and Harold Waldridge, and directed by William Keighley. Mr. (name of theatre manager or his representative) will give you a brief summary of the story.

**NARRATOR:** Thank you (name of Announcer). John and Carol, a modern well-to-do couple have reached middle-age without any marital disturbance. Their daughter Janet is engaged to be married, and keeps from her parents the fact that she is aware that her father is carrying on a secret affair with Charlotte, a friend of the family — and that her mother is pretending to be in love with Eric, in order to make her husband jealous. Carol has even gone to the extent of hiring a detective, who reports that John is to be found at Charlotte's apartment. Summoning the astonished Eric, Carol gets him to go with her supposedly to call on Charlotte, for purely social reasons. Carol and Eric are in her car on their way as we hear them talking:

(voices over hum of car)

**ERIC:** (tenderly) Do you know, Carol, until you phoned, I was tormented — always wondering if this day would ever come — and now it has come.

**CAROL:** (sweetly) It had to — it was inevitable.

**ERIC:** (thinking she means it) We're nothing but putty in the hands of fate — ah yes — yes — love is a remarkable thing — it must have its way. Yes indeed.

**CAROL:** (abruptly) What time is it?

**ERIC:** Two-thirty, exactly.

**CAROL:** Tell him to drive faster.

**ERIC:** (calling to driver) A little faster, please — (sounds of car) Ah, Carol — how impetuous you are! I never realized it before! No, not till you called me up today, and commanded me to come to you. And here I had been thinking that you were cold and reserved. Yes, indeed, I certainly was.

**CAROL:** (with double meaning) You've never really known me, Eric. In fact, until THIS happened, I've never really known myself.

**ERIC:** (in ecstasy) Carol, you do look especially beautiful today — so adorable. That dress — that hat — like a painting by — er — ah — one of those artists —

**CAROL:** And why, my dear, do you think I made myself so particularly attractive?

**ERIC:** (overwhelmed) My ears tell me it's so — but — but I can hardly believe it.

**CAROL:** (slyly) You ARE understanding, Eric darling.

**ERIC:** Where are you taking me, dearest?

**CAROL:** (purringly) Not afraid, are you?

**ERIC:** (defiantly) Never — I'd go anywhere with you —

**CAROL:** Good. I'm taking you to a very secret little apartment on Drake Avenue.

**ERIC:** (as if his conscience is bothering him) Carol — I hope you're not about to do something you'll regret. Perhaps I have been too bold, swept you — ah — off your feet as it were. Have you considered?

**CAROL:** Very carefully. Anybody else in my position would do the same. Oh, here we are. (car swerves to stop).

**ERIC:** Swanky house, isn't it. Are you quite sure I'd better go in with you, darling? Discretion, you know —

**CAROL:** Quite so — (rings the bell).

**ERIC:** Darling — why — maybe nobody's in. Are they expecting us?

**CAROL:** No. (rings again) — sound of door opening) Oh, good afternoon — my DARLING Charlotte!

**CHARLOTTE:** (confused and stuttering) Why — why Carol — hello — I —

**CAROL:** Oh, we found out about you.

**CHARLOTTE:** Found — found out — what?

**CAROL:** Your dear little hide-away, didn't we, Eric?

**ERIC:** Yes, yes indeed.

**CAROL:** Eric, why don't you greet Charlotte? Say 'hello' or 'how are you' —

**ERIC:** Oh, certainly — ah — er — how are you, Charlotte?

**CAROL:** (sweetly) You're never home any more, darling, so I put two and two together — and here we are.

**CHARLOTTE:** Yes, — yes, of course.

**CAROL:** Why do you keep us standing in the hall, dearest — No chairs or anything? Why don't you ask us in?

**CHARLOTTE:** Why, you see the place is so — messy — I — I just got up.

**CAROL:** (reprovingly) Why, you're just lazy. Oh, oh, what a charming apartment. Isn't it, Eric? Awfully charming — a bit Bohemian — Oh, and a fire! I always say there's nothing like a good fire, don't I, Eric?

**ERIC:** Oh, yes — yes, yes — quite often.

**CAROL:** This adorable big, comfy divan — and nobody to share it with you, Charlotte — I've simply got to cuddle down on it. Come, Eric. Chilly out, Charlotte, it really is. Isn't it, Eric?

**ERIC:** Why yes — yes — very chilly.

**CAROL:** This certainly is DIVINE, Charlotte — this little nest of yours. It's the sort of place where one might stumble on almost

anything, if you know what I mean! Oh, CHARLOTTE! No! You haven't really, have you?

**CHARLOTTE:** Haven't what?

**CAROL:** Haven't taken to smoking big black cigars?

**CHARLOTTE:** I — why — Carol —

**CAROL:** This stub is still smoking! There, there, darling — don't deny it, if you do! It's quite all right! Amy Lowell did — Gertrude Stein does! Why not you! It's the new freedom! I glory in your independence! But tell me, darling, how long has this been going on? How cute you look with it in your mouth, doesn't she, Eric!

**ERIC:** Why, yes — yes indeed — very cute —

**CAROL:** I can see you're an old hand at it, Charlotte, but how long?

**CHARLOTTE:** Oh (cough) quite a while — (cough) So many of my artist friends do, you know that (cough) I thought I'd try it — Then I — got to like them and (cough)

**CAROL:** (sweetly catty) And you never told us a word . . . Did she, Eric?

**ERIC:** I — I don't think so — er — no — no — no she didn't.

**CAROL:** I can see how you love them dear. Why be so secretive about your cigars?

**CHARLOTTE:** Most people (cough) are so conventional — (cough) they might misunderstand — (cough)

**CAROL:** Why, I'm beginning to think you're a dual personality, Charlotte. Isn't that what they call it, Eric?

**ERIC:** Oh, yes — yes — yes indeed!

**CHARLOTTE:** Carol dear, how did you know about my little studio?

**CAROL:** A curious chain of circumstances — I'll tell you about it sometime. Oh, Charlotte, dear — have you another cigar? You've led me astray. I think I simply MUST try one, too!

**CHARLOTTE:** Why — let me see — no — no — I've just finished a box. Yes. This is the very last one.

**CAROL:** Too bad, darling, but never mind. I'll just smoke a plain everyday cigarette. Have you one, Eric?

**ERIC:** Why — oh, I beg your pardon — cigarette? Yes, yes — certainly, of course. Yes indeed!

**CAROL:** Thanks, Eric. Oh, I love this room. Isn't it fun, dear, to have such a place to get away from it all?

**CHARLOTTE:** Yes, I took it so I could do my painting.

**CAROL:** (feigning surprised delight) Oh, you paint, too? Darling, why DO you keep these things from me? Where ARE your paintings?

**CHARLOTTE:** Oh, I — I sent them away to be framed — only this morning.

**CAROL:** What sort of painting do you go in for?

**ERIC:** (helpfully) Nudes, maybe?

**CHARLOTTE:** No. Just — just paintings. (off) This place is awful —

**CAROL:** No, dear, don't! Whatever you do — don't shut the bedroom door. I simply must see it — it must be adorable — if it's anything like this room —

**CHARLOTTE:** (trying to be composed) Some other time — dear — the bed isn't made up!

**CAROL:** Oh, I MUST see the bedroom, Charlotte —

**CHARLOTTE:** Please, dear —

**CAROL:** Oh, this is just perfect! Eric!

**ERIC:** (off) Yes?

**CAROL:** Come in and see Charlotte's bedroom. Isn't it grand — especially for artists?

**ERIC:** Yes — why — yes — yes indeed — it certainly is.

**CAROL:** (laugh in her voice) Oh, look, look, Eric — look at that!

**CHARLOTTE:** What?

**CAROL:** That bathrobe-tail slowly disappearing through that crack in the closet door? Isn't that amusing? What a priceless maid you must have, Charlotte?

**CHARLOTTE:** Yes. Chloe is — a — she's so careful to have everything in place — she —

**CAROL:** Aren't you lucky! We're having a perfectly dreadful time with servants! Oh, this room! I LOVE it!

**CHARLOTTE:** It does give one a feeling of — of — What shall I say?

**CAROL:** (sweetly) Seclusion?

**CHARLOTTE:** Yes — yes, that's it.

**CAROL:** (off) Oh, what marvelous springs this bed has! Come on, Eric dear, sit here by me and try them. (sound of something falling dully) Merely, what's that noise? MICE, I suppose! Have you mice in your closets?

**CHARLOTTE:** Why — I —

**CAROL:** As I was saying — this bed is so interesting! (louder so the husband in the closet may hear) Don't you think so, Eric?

**ERIC:** It's a — it's a — it's a very nice one — yes — indeed it is.

**CHARLOTTE:** What are you two talking about?

**CAROL:** (laughing) Eric darling — don't look so embarrassed. He's so very modest, Charlotte, like a violet. (reassuringly) We can confide in Charlotte, Eric dear. She's my best friend!

**ERIC:** Oh, why, certainly — confide in Charlotte — by all means — yes — yes indeed.

**CAROL:** You won't breathe a word, Charlotte, will you?

**CHARLOTTE:** About what?

**CAROL:** (louder) About Eric and me. —

**CHARLOTTE:** This is all so mysterious.

**CAROL:** You might as well know, darling — Eric and I are LOVERS! (sound, off, of something heavier, falling) There that noise is again. What CAN — it be! Yes, as I'm telling you — ERIC AND I ARE OH, SO VERY — VERY DEEPLY IN LOVE!

**CHARLOTTE:** W—what—?

**CAROL:** Look at him, isn't he just too sweet the way he acts? Most men would be utterly brazen — but not Eric!

**CHARLOTTE:** You and — Eric — in love? I'm flabbergasted!

**CAROL:** Eric is leasing an apartment in this building.

**CHARLOTTE:** In THIS building?

**CAROL:** Yes, dear — that's how we found you.

**CHARLOTTE:** (dryly) Quite a coincidence.

**ERIC:** One n—never knows how the other half lives—d—does one?

**CAROL:** You're the only one we've told, Charlotte — unless (lowering her voice mysteriously) Can ANYBODY hear us?

**CHARLOTTE:** Of course not. — Why do you ask?

**CAROL:** I'll be frank, Charlotte

dear. Come here. (pause, then she whispers) There's a man in there, isn't there?

**CHARLOTTE:** (scared) Why — Carol — I —

**ERIC:** (like an imbecile) A m—man?

**CAROL:** He is in that closet. The poor thing's bathrobe caught in the door, remember? And he's probably suffocating!

**CHARLOTTE:** L—let's go out — let's go to the living room.

**ERIC:** (trying to be bold, in stage whisper) No, no, let's stay here. Have him come out. WE'LL MEET HIM!

**CAROL:** You're right, Eric, darling. Do, Charlotte, do have him come out. Who is he? Anyone we know?

**CHARLOTTE:** NO! NO! He is just an old friend of mine — C-Colonel Green!

**ERIC:** Is he in uniform?

**CHARLOTTE:** Sh!! Eric!

**CAROL:** I do so want to meet him.

**ERIC:** SO DO I!

**CHARLOTTE:** No, no — don't open the door — please!

**CAROL:** You're right. I wouldn't embarrass the Colonel — not for the world — I'm afraid Charlotte dear, we're just a couple of loose women! Come, Eric.

**ERIC:** (fiercely) Goodbye, Colonel! (door shut to bedroom).

**CAROL:** Remember Charlotte, what I told you about Eric and me was strictly in confidence. You mustn't tell my husband.

**ERIC:** Y—yes, what about that?

**CHARLOTTE:** You surely don't think I would.

**CAROL:** Otherwise, I'd have to spread the news about you and the Colonel —

**ERIC:** Not in uniform —

**CAROL:** (in definite tone) Oh, but you won't tell John, I'm sure.

**CHARLOTTE:** You can rely on me.

**CAROL:** (like cat hiding claws) If we can't trust our best friends — then whom can we trust?

**ERIC:** (relieved) As the slang phrase puts it — you said a mouthful, Charlotte — yes — you did indeed, yes, yes.

**CAROL:** (with overpowering affection) Goodbye, darling Charlotte. (sympathetically) Let the poor colonel out of the closet.

**ERIC:** Goodbye, Charlotte.

**CAROL:** Don't forget, Charlotte — you're coming to us to dinner this evening. We'll exchange notes on our little adventures.

**CHARLOTTE:** Of course. Thanks, Carol — I'll be glad to —

**ERIC:** (off) Good bye.

**CAROL:** (off, lovingly) Good bye, darling.

**CHARLOTTE:** Good bye. (Door slams)

**NARRATOR:** And this only sets the stage for one of the jolliest tempests that ever raged in a family teapot — a tempest which blows up not only John, Carol, Eric, Charlotte, and daughter Janet and her handsome young fiance, Paul! You'll love the soft, catty, tinkling, demure trickery of Carol to reclaim her wandering John; you'll like his bewildered bravado and final downfall; "Easy To Love" is one of those rare light comedies, easy to see and hard to forget. Till next at the Strand — good bye — and GOOD LUCK.

THE END.



# Posters & Accessories



**24 SHEET** DESCRIPTION—Background is white with heads in natural colors. Title lettering in orange with a thin maroon line in the center. All other lettering is in blue.



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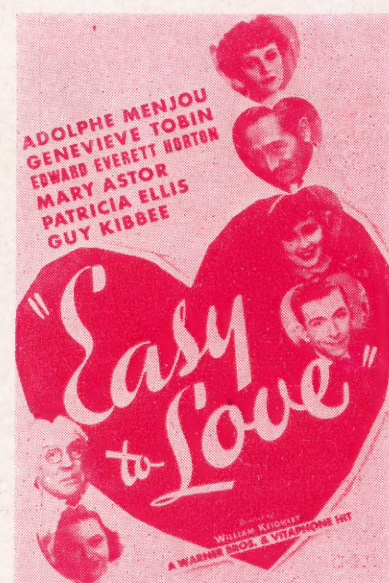
ONE SHEET AND WINDOW CARD



SIX SHEET



THREE SHEET



MIDGET WINDOW CARD



SLIDE

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51 to 100	13c each	51 to 100	6c each
Over 100	11c each	Over 100	5½c each
3-SHEETS		INSERT CARDS	
1 to 25	40c each	1 to 25	25c each
Over 25	36c each	26 to 50	22c each
		51 to 100	20c each
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1 to 10	75c each	1M to 5M	\$3.00 per M
11 to 20	70c each	Over 5M	\$2.75 per M
Over 20	65c each		
24-SHEETS		PHOTOS	
Up to 25	\$2.00 each	11x14 Photos	75c a set (8 in set—colored)
Over 25	1.75 each	22x28 Photos	80c a set (2 in set—colored)
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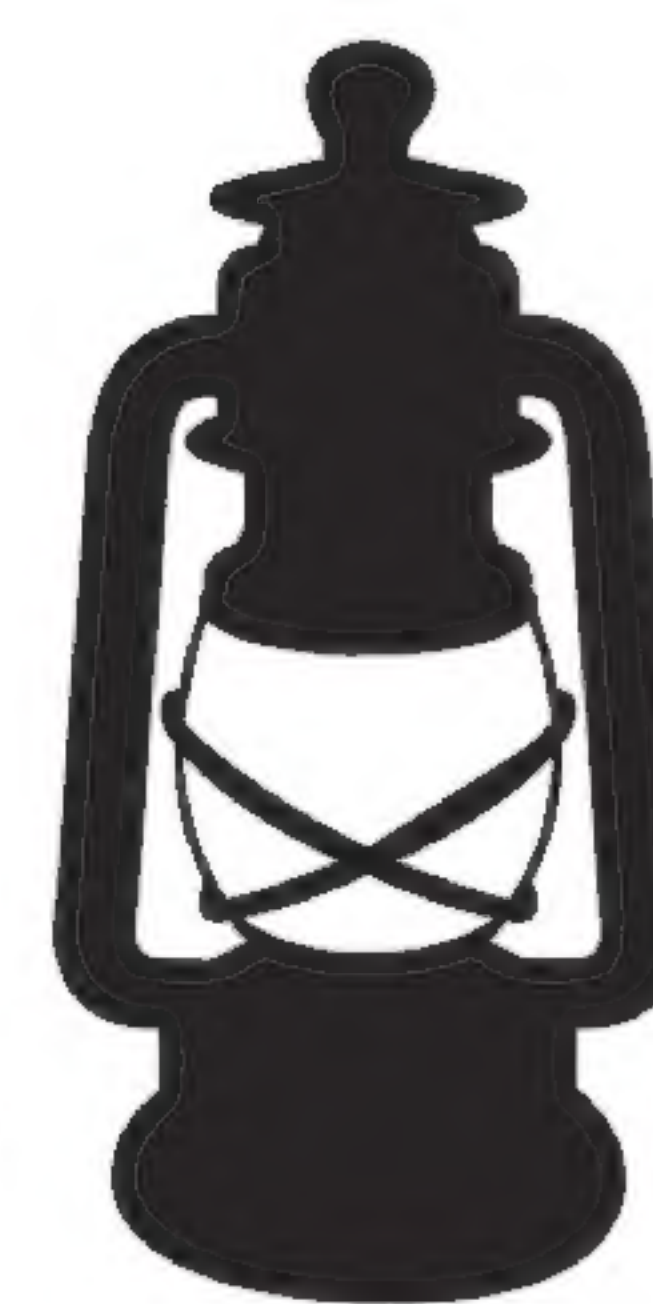


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